JANUARY 4, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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This is the spot for a commercial

She may be tossing the salad, but she's catching *your* message! Such receptivity means only one thing: she'll buy a lot of what you sell when you sell her via Spot Radio on these great stations.

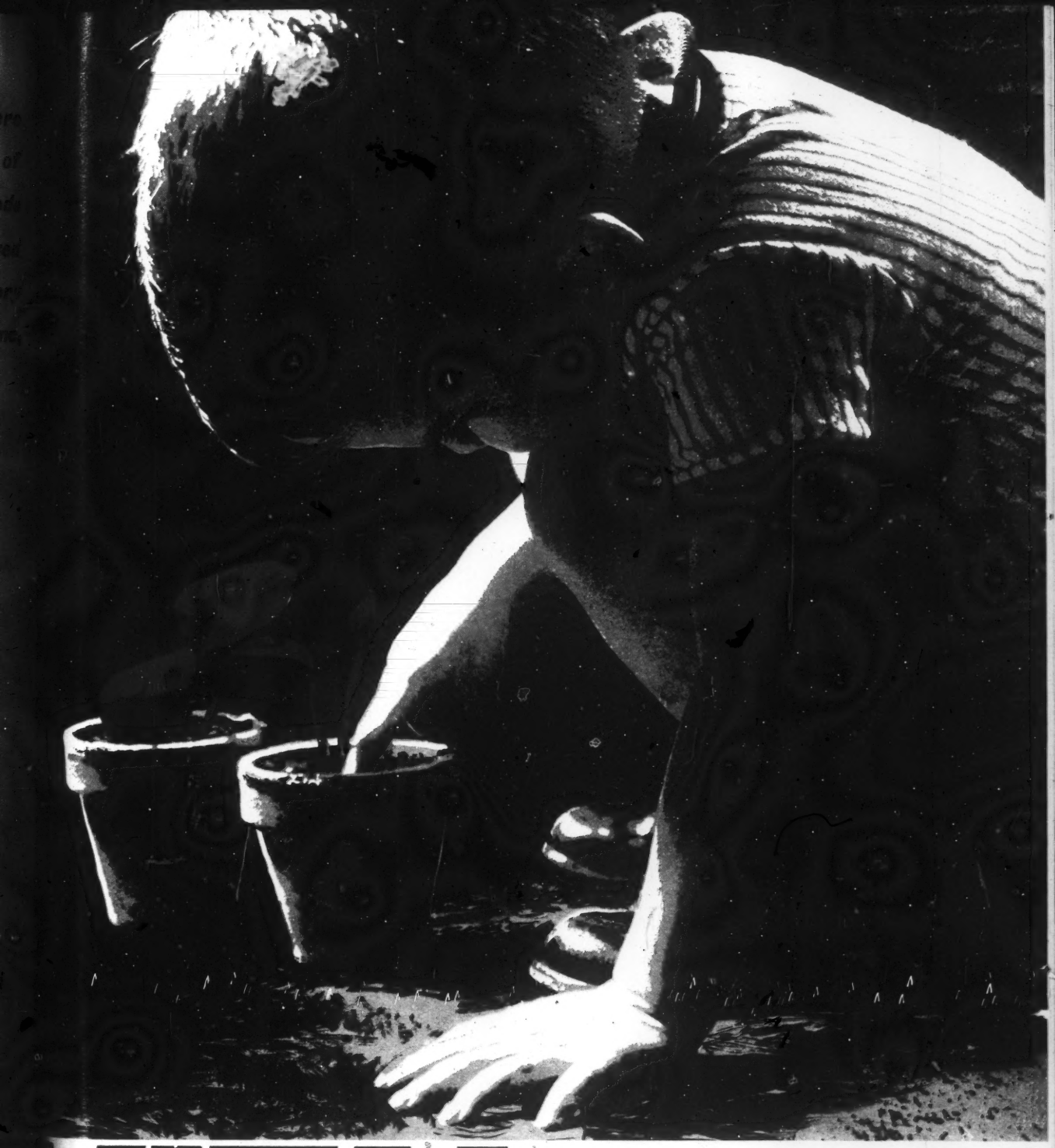
KOB	Albuquerque	KFAB	Omaha
WSB	Atlanta	WIP	Philadelphia
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WJAR	Providence
WFAA	Dallas—Ft. Worth	WRNL	Richmond
WKMH	Detroit	KCRA	Sacramento
KPRC	Houston	WOAI	San Antonio
KARK	Little Rock	KFMB	San Diego
WINZ	Miami	KOBY	San Francisco
WISN	Milwaukee	KMA	Shenandoah
KSTP	Minneapolis—St. Paul	KREM	Spokane
WTAR	Norfolk	WGTO	Tampa—Orlando
		KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS



VITAL

to Houston

. . . is the growth that has been experienced over the last dozen years which makes it the most remarkable metropolitan area in America. Billions in building and population surge well past the two million mark attest to the past and present vitality — the future economic opportunity.

Vital to Houston too is KTRK-TV, keeping pace with this growth as it offers ever-increasing quality of television service.

KTRK-TV The Chronicle Station

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT

STEINMAN STATION · Clair McCollough, Pres.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: The MEEKER Company, Inc. New York · Chicago · Los Angeles · San Francisco

CLOSED CIRCUIT®

Program control • Look for introduction of legislation to give both FCC and Federal Trade Commission more power to deal with radio and television programming—particularly rigged performances and tasteless advertising. Proposals will flow from Dept. of Justice study of broadcast laws and regulation. Report on study, ordered last October by President Eisenhower, was to be in President's hands over last weekend.

Speculation that Congress will be asked to clarify FCC and FTC authority began when Mr. Eisenhower remarked on quiz rigging at time of House Oversight Subcommittee hearings. Quiz rigging, said President, was "a terrible thing to do to the American public," but he added that Justice Dept. study would not lead to executive action because that would constitute censorship.

Protection racket • There's increasing concern about product-protection policies, local and spot vs. network. It stems from heavy run of co-, alternate- and multiple-sponsorships on networks and cross-plugging by multi-brand advertisers. Station operators say that while they can avoid putting toothpaste spot adjacent to network show that's sponsored by another toothpaste, for example, it's something else again to protect, locally, some other product that may be cross-plugged on toothpaste program. They feel whole area of protection policies ought to be reappraised—which undoubtedly would rile big advertisers and agencies. Network authorities agree it's complicated problem which gives them no end of trouble too, even though policies now bear little resemblance to strict ones demanded by advertisers in tv's earlier days. Says one, charged with keeping track of such things: "My idea of utopia is no protection at all.

Station operators brooding over protection problems hate to think how much worse they might be if networks should install some form of spot-carrier substitute for program sponsorships, as ABC-TV and CBS-TV are toying with idea of doing at least on limited basis. Opponents of spot-carrier concept also see other problems. For instance: if commercials were rotated throughout block of several programs, wouldn't block clearance by affiliates be required? And wouldn't that require changes in FCC's rules?

Regional roundup • At call of Payson Hall, director of radio-tv properties of Meredith Broadcasting, group of well-known broadcasters identified with regional radio stations meets in Washington, Wednesday (Jan. 6) to protect their facilities from demands of day-timers for increased operating hours which, if authorized, would degrade class II and class III stations service. Daytimers, after losing out at FCC, have carried to Congress their demands for 6 a.m. to 6 p.m. operation without directional antenna protection.

Washington meeting will include Andrew G. Haley, Meredith counsel; Lee B. Wailes, Storer Broadcasting Co.; Clair McCollough, Steinman stations; James G. Rogers, KFSD San Diego; Hoyt B. Wooten, WREC Memphis, and George Comte, WTMJ Milwaukee, among others. Immediate effort will be to thwart opposition of Daytime Broadcasters Assn. to ratification of NARBA treaty governing allocation of am channels among North American nations. Senate Foreign Relations Subcommittee is expected to act early in new session. FCC and State Dept. have urged ratification if chaos is to be avoided in broadcast band. Clear Channel Broadcasting Service, organized some 30 years ago, was created to protect I-A channels against encroachment.

Counsel and council • Pre-hearing planning as NAB gets ready for FCC's programming inquiry may include meeting of association's special constitutional lawyer, Whitney North Seymour, and members of its 12-man task force. Original plans had called for task force session Dec. 28 but this was moved to tentative date of Jan. 11 after Commission moved NAB appearance from week of Jan. 4 to Jan. 25. Three-week delay provides badly needed time to develop industry's case in FCC's regulatory inquiry.

FCC's programming hearings will wind up in late January with testimony of networks and NAB. Among new witnesses, it's learned, will be producer Robert Montgomery and commentator Lowell Thomas, as well as W. Theodore Pierson, Washington attorney, who will testify at behest of number of broadcast clients of Pierson, Ball & Dowd.

Last details • Wonder what happened to major swap involving NBC and RKO General Teleradio (CLOSED CIRCUIT, Dec. 21)? It's on and is only awaiting completion of paper work and tieing up of loose ends. Under transaction, Tom O'Neil's Teleradio would acquire NBC's WRCV-AM-FM-TV Philadelphia in tax-free exchange for WNAC-AM-FM-TV Boston and, in related transaction, would purchase (for estimated $11-12 million) NBC's WRC-AM-FM-TV Washington. Meanwhile NBC is negotiating for acquisition of San Francisco outlet (either ch. 4 KRON-TV, its present affiliate owned by *Chronicle*, or ch. 2 KTVU [TV], independent owned by Pabst-Ingrim-Pauley group). Teleradio has received several offers for its WGMS-AM-FM Washington which would have to be sold under duopoly rule if WRC properties are acquired.

McGavren Tv • Daren F. McGavren Co., fast-growing rep firm whose principal business has been in radio, will set up separate tv arm (McGavren Tv) early this year. Radio list has been restricted to 30 stations; tv will be pegged at 25, principally in "major middle" markets. Three stations already are in line to be represented by new firm.

Lee's year of decision • Term of one member of FCC expires each year, and in 1960 Comr. Robert E. Lee, Republican of Illinois, will be at bat. He's avid candidate to succeed himself for new seven-year term beginning July 1. He is FCC's most peripatetic member, travelling throughout country on Conelrad, radio alerting system, as defense commissioner. On FCC since Oct. 6, 1953, he previously had been on professional staff of House Appropriations committee, and with FBI.

Because 1960 is election year, and because of turmoil surrounding broadcasting, more than usual attention focuses on upcoming vacancy. Assuming Republican Lee's nomination by President Eisenhower, there still would be hurdle of confirmation by Democratic-controlled Senate. In past, Senate has seldom rushed to confirm nominee of opposition party where political balance is involved. Law allows not more than four of seven members of same party on FCC. Thus, there's prospect that Senate might simply sit on Lee nomination until summer recess for political conventions. Then November elections would govern. If Republicans win presidency, Lee confirmation would be likely. But if Democrats win, new appointment would be made by incoming president.

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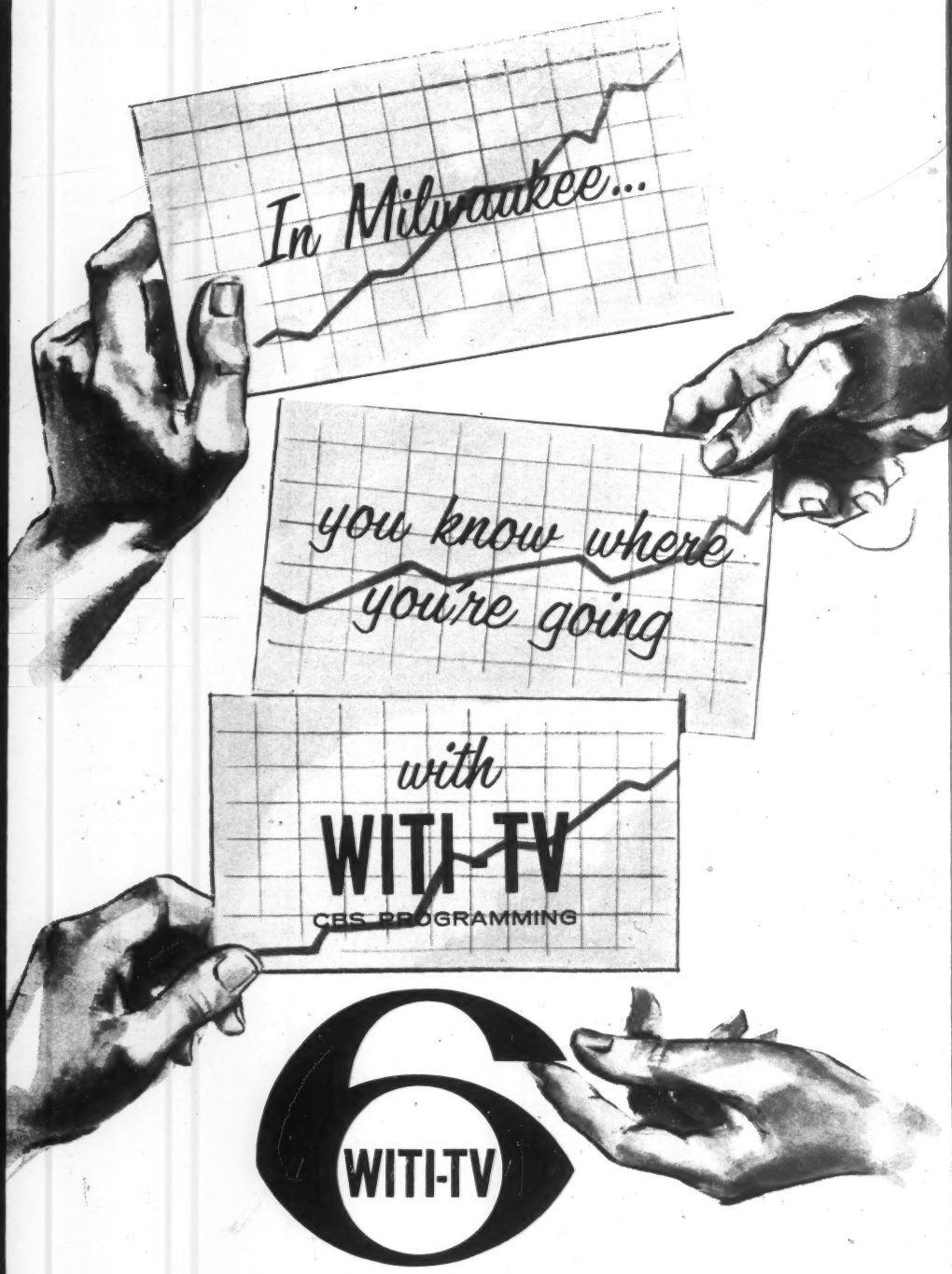
OVER
3,000
FEATURE
FILM
TITLES

6 WITI-TV

MORE
THAN
ALL
OTHER
STATIONS
COMBINED

6 WITI-TV

MGM
•
RKO
•
20th CENTURY
FOX
•
ALLIED
ARTISTS
•
PARAMOUNT
•
UNITED
ARTISTS



EXPERIENCED HANDS to help build your sales in one of America's most prosperous markets. Call BLAIR today for top rated minutes.

a **STORER** station

National Representatives
BLAIR TELEVISION ASSOCIATES

WEEK IN BRIEF

MR. BELDING

Where are our leaders? • With the chips down in advertising's survival battle with its critics, where are the leaders who will act positively, constructively—now, to turn the tide? Trade associations are "fence walkers." So are agencies. But Don Belding, former board chairman, Foote, Cone & Belding, has his eye on some promising prospects for the vital leader roles. He names them in this week's MONDAY MEMO. Page **21.**

Tv's doubling dollars • Next decade will see television revenues rise from $1.51 billion to $3 billion range, J.H. Whitney & Co. predicts in a 10-year forecast which also sees a healthy profit picture along with heavier program investments and higher rates with continuing favorable cost-per-thousand. Exclusive story page 23. All-around booming economy is forecast by McCann-Erickson in another long-range look ahead. Page **23.**

Tv revenues in '60: up 10% • TvB's Pete Cash forecasts a near $1.7 billion year in 1960, network up 8%, spot 12% and local 15%. Page **26.**

FTC moves again against payola • Federal Trade Commission files complaints against 11 more record makers and distributors; charges payola made to unidentified disc jockeys. Page **38.**

A tv writer sizes up his craft • Rod Serling, whose own show, *The Twilight Zone,* is one of this season's new hits, speaks out on sponsor interference, ratings and on the rewards he finds in tv. Page **42.**

Early spurt in NBC-TV billings • Network in October had $22.8 million in gross time charges, the total coming closer to rival CBS-TV's gross billing pace. Page **44.**

More relief needed • Democratic and Republican spokesmen agree that broadcasters should be given protection from equal time demands by splinter party candidates but can come up with no suggested solutions. Page **48.**

Hollywood union talks • New year starts quietly but series of negotiations during 1960 will cover broad range of broadcast and theatrical operations. Unions will seek share of income from sales of post-1948 films to television. Page **54.**

1959: RCA's banner year • Sales for 1959 reach record high of $1,365 million and profits after taxes rise by 29% over 1958 to about $40 million. Virtually all of RCA's major operating units show increases in business. Page **59.**

How the tv network shows line up • Quarterly service of BROADCASTING gives complete listing of all television network programs, sponsors with agencies, times and other information. Page **74.**

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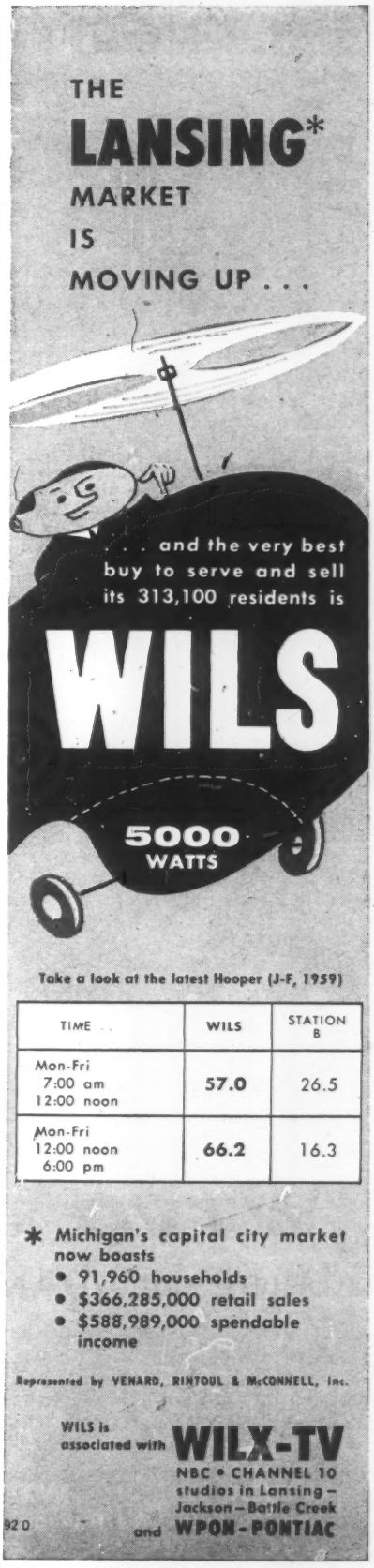
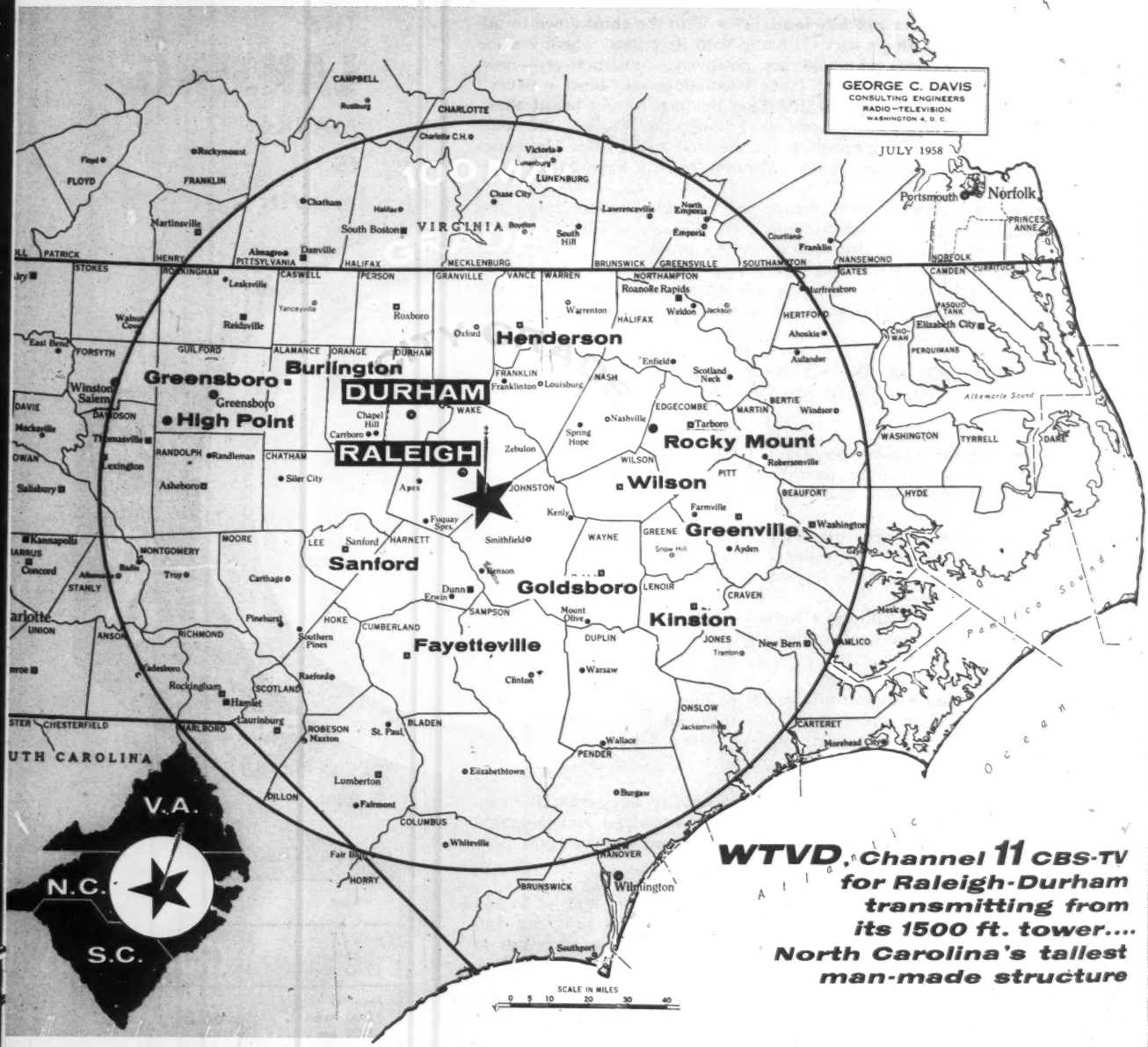


PROFILE OF A MARKET

Raleigh-Durham



WTVD, Channel 11 CBS-TV for Raleigh-Durham transmitting from its 1500 ft. tower.... North Carolina's tallest man-made structure

WTVD IS THE DOMINANT STATION IN THE RALEIGH-DURHAM MARKET *ASK YOUR PETRY MAN*

WTEN	WTVD	WPRO-TV
Albany	Raleigh-Durham	Providence
10	11	12

CBS AFFILIATES

CAPITAL CITIES BROADCASTING

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 23

Proxmire, Doerfer argue FCC issues

Time has come for "substantial, drastic, revision" of FCC, Sen. William Proxmire (D-Wis.) told Dec. 30 panel discussion on FCC's role in broadcasting, hosted by Speech Assn. of America (earlier story, page 48). Legislation is being readied, he said. Defending Commission on same panel were FCC Chairman John C. Doerfer and Rep. William Avery (R-Kan.).

Rep. Avery said that whenever faults are discovered in any industry, scapegoat is necessary and FCC was handy target. Commission critics lose sight of fact Congress is primarily responsible and therefore must share blame, he said. He advocated giving infant television chance to grow up and it will cure own ills.

Sen. Proxmire charged FCC does not properly fulfill its role in seeing that stations operate in public interest and that not much is being done by industry to improve current programming except on temporary basis. Leaning heavily on Blue Book, Wisconsin Democrat and outspoken FCC critic in past, maintained FCC has clear legislative obligation to require more educational and cultural shows in prime time.

Answering question posed by Prof. David Mackey, Boston U., Sen. Proxmire said he has been drafting FCC ripper bill for two years. Whole FCC idea of regulation has worked out poorly, he charged, and cited newspaper article quoting attorneys as "strong damnation" of Commission.

Doerfer Reply • Comr. Doerfer countered that complaints are mostly in minds of losing applicants who are afraid to stand up and be counted. He said there are extensive arguments for both sides on question of programming control. He cited legislative history of Communications Act, its no censorship clause and court decisions as forbidding FCC to consider station programming except in contested cases.

Chairman Doerfer said it is impossible to define educational and cultural shows, citing several network productions generally termed entertainment. Competitive system is only practical way for broadcasting to operate, he said, and warned that Congress must not use licensing procedure as lever to regulate programming.

Mr. Mackey pointed out that year after year Congress covers same ground in criticism of FCC and broadcasting yet has never provided Commission with necessary guidelines to cure alleged ills.

Prof. Walter B. Emery of Michigan State U. and formerly on FCC staff related history of congressional investigations of FCC. He said in Commission's first seven years, 11 separate resolutions were introduced calling for investigations of agency—all because Communications Act is ambiguous.

Memo to critics:

Egghead critics of television programming please note: Sunday afternoon television, which traditionally hasn't been able to attract much audience with so-called intellectual fare, got one of its biggest audience boosts in memory in New York weekend ago—thanks to football. Nielsen Instantaneous Audimeter ratings for Baltimore Colts-New York Giants professional championship game showed (1) homes using television in New York market rose 60% above preceding Sunday; (2) average rating of station carrying game (WRCA-TV) was almost five times that of preceding week (27.1 vs. 5.7); (3) game's average share of audience was phenomenal 61%; and (4) as many homes watched this game as normally watch all seven New York stations during this period.

Payola data to FCC

Information unearthed by Federal Trade Commission in its investigation of payola is being turned over to FCC, FTC Chairman Earl W. Kintner said Dec. 30. Mr. Kintner declined comment on report FTC was preparing 50-100 complaints against record makers and distributors involving payments to disc jockeys to play record on air. "Liaison" with FTC was acknowledged by FCC Chairman John C. Doerfer, but, Mr. Doerfer added, FCC cannot move against individual disc jockeys; rather its interest, he said, is in any station owner who "condoned" payola. FCC last month asked all radio and tv stations to report on payola practices. Deadline for question on procedures and methods of control is today; on question whether or not any matters have been broadcast for which station or any employes received "service, money . . . or other valuable consideration," Feb. 5.

Cone ad criticism answered by AFA

Voluntary efforts to curb elements of dishonesty in advertising are taking effect contrary to impression left by Fairfax Cone of Foote, Cone & Belding. In reply to Mr. Cone's staff memorandum released earlier (AT DEADLINE, Dec. 28, 1959), Advertising Federation of America has gone on record with offering of support for self-imposed advertising code.

Mr. Cone's memorandum contained caustic references to AFA and other advertising associations. FC&B's executive committee chairman scolded advertisers, agencies and media for failure to clean up advertising. He scored AFA, for example, for traditionally behaving toward advertising "like cucumber growers during National Pickle Week" and urged AFA to take "a more thoughtful approach."

C. James Proud, AFA's president and general manager, welcomed Mr. Cone's challenge to do "better job" because "this is tacit acknowledgement from an advertising statesman that the problem of voluntary enforcement of ethical advertising can best be solved through organized advertising." Alternative would be government action, he declared.

He agreed with Mr. Cone that many advertising ills stem from "misdeeds and the shortcomings of its practitioners." He said AFA in its lifetime has fought to correct these "evils."

Not Widespread • AFA, he said, disagreed with Mr. Cone's implication that dishonesty in advertising exists in large measure and hasn't diminished. Said Mr. Proud: AFA has observed that events of past few weeks have had "a tendency to sweat a bit of the deceit and puffery out of some claims" and that as a result "most advertisers are taking a long second look at their advertising copy."

Though he admitted AFA's crusade for truth and good taste in advertising has been "something less than a complete success," Mr. Proud declared that AFA won't "apologize" for continuing

Continues *on page 10*

AT DEADLINE CONTINUED

to espouse the crusade. He held that it has led to advertising being "far cleaner today."

Mr. Proud proposed "united, cooperative action" by advertisers by exercising original censorship control over advertising, agencies by using honest judgment in good taste and truthfulness before copy is submitted to client, by media in reviewing ad copy before acceptance and by ad associations by insisting upon strict discipline among their members.

Fox owned stock, Skiatron head says

Hearing on alleged misrepresentation in registration of Skiatron Electronics & Television Corp. stock offering with Securities & Exchange Commission (AT DEADLINE, Dec. 21, 1959) has been postponed to Jan. 13. Hearing had been scheduled for Dec. 30, 1959.

Meanwhile, Arthur Levey, Skiatron president, issued statement denying SEC report that 206,000 shares of company stock had been loaned to Matthew M. Fox. Shares were his "own" personal holdings, Mr. Levey said. Mr. Fox holds license to promote Skiatron's pay-tv "Subscriber-Vision" under name Skiatron of America.

Mr. Levey also stated Skiatron had not paid out $1.5 million in interest charges on funds borrowed for development of Subscriber-Vision toll tv, as charged by SEC.

Trading Suspended • SEC three weeks ago suspended trading in Skiatron stock. Agency's move was based, it said, on alleged false information in registration filed for public sale of 172,242 shares by company officials, primarily Mr. Fox. SEC said Mr. Fox was to sell 125,000 shares, obtained in 1956 through warrants, but that some had been sold before registration was filed with agency and others sold even after registration but before SEC had cleared documents.

According to SEC, Mr. Fox gave his shares as collateral on 3% per month loan from Judson Commercial Corp. When he defaulted interest payments, SEC explained, Judson sold some of these securities.

Skiatron also failed to reveal, SEC charged, that Skiatron of America has deficit of $3,297,459.

Skiatron has 1,329,559 shares outstanding. It is traded on American Stock Exchange and over counter.

Walton buys WMFS

Station sale, announced Dec. 30, 1959, pending FCC approval:

• WMFS Chattanooga, Tenn.: Sold by B. F. J. Timm to Leon S. Walton, president, National Radio Representatives, Atlanta, Ga., for more than $180,000. Mr. Walton also owns KOPY Alice, Tex., and recently acquired KJET Beaumont, Tex. Both WMFS and KJET specialize in Negro programming. WMFS is 1 kw daytimer on 1260 kc.

CBS Chicago changes

CBS Chicago expected today (Monday) to announce expanded news and public affairs operations for CBS-owned WBBM-AM-TV there. CBS Central Division will split news operation between radio and tv with William Garry, now WBBM-AM-TV news director, assuming duties for tv only. Other appointments: Ben Larson, newscaster, to WBBM news chief; Hugh Hill, to WBBM special events director, and Gerald Popper, formerly with BBDO and MBS, to sales promotion manager, WBBM.

Ampex thermoplastics

On heels of General Electric preview report of new GE thermoplastic recording development (early story page 59), Ampex Corp., major electronic video tape recorder firm, announced it "has had under study for several years the process of recording light, sound and coded impulses on thermoplastic film by means of an electron beam." Ampex President George I. Long Jr. said if and when processes become practical, they will be adjunct to present systems, not replacement.

WEEK'S HEADLINERS

MR. DORFSMAN

LOUIS DORFSMAN, appointed vp in charge of CBS Radio's advertising and promotion last October, made creative director, sales promotion and advertising, CBS-TV. At CBS Radio, Mr. Dorfsman had succeeded to post held by LOUIS HAUSMAN prior to latter's appointment as director of Television Information Office (AT DEADLINE, Oct. 5, 1959). Mr. Dorfsman, whose award-winning graphic designs in CBS Radio's advertising and promotion have been exhibited in this country and abroad, joined CBS in 1946 as staff designer. When radio and tv operations were separated in 1951, Mr. Dorfsman became art director of advertising and sales promotion, CBS Radio, and subsequently co-director of sales promotion and advertising and then director of art, advertising and promotion. He succeeds to post held by late Bill Golden, who died Oct. 23, 1959.

ERNEST LEE JAHNCKE JR., former vp and assistant to president, Edward Petry & Co., station representative, named director, standards, NBC. Network also is expected to appoint director, practices, as well, both executives working within NBC's department of standards and practice set up early in December 1959 to police programming and advertising over its facilities. James A. Stabile is vp in charge of department. Before he was associated with Petry, Mr. Jahncke was vp and assistant to president at ABC (1952-57). He was vp in charge of ABC Radio 1950-52 and held several positions earlier with ABC station relations becoming vp of department in 1949.

MRS. COREY

MRS. FRANCES COREY, vp in charge of Los Angeles office of Grey Adv., joins Catalina Inc., that city, as vp in charge of advertising, sales promotion, public relations and fashion coordination. Mrs. Corey, who previously was executive vp in charge of advertising for R.H. Macy's of New York, succeeds L.J. GLOBUS who leaves Catalina to open his own advertising agency, L.J. Globus & Assoc.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

A PART OF EVERY COMMUNITY PROJECT*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area... a circumstance that must be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV

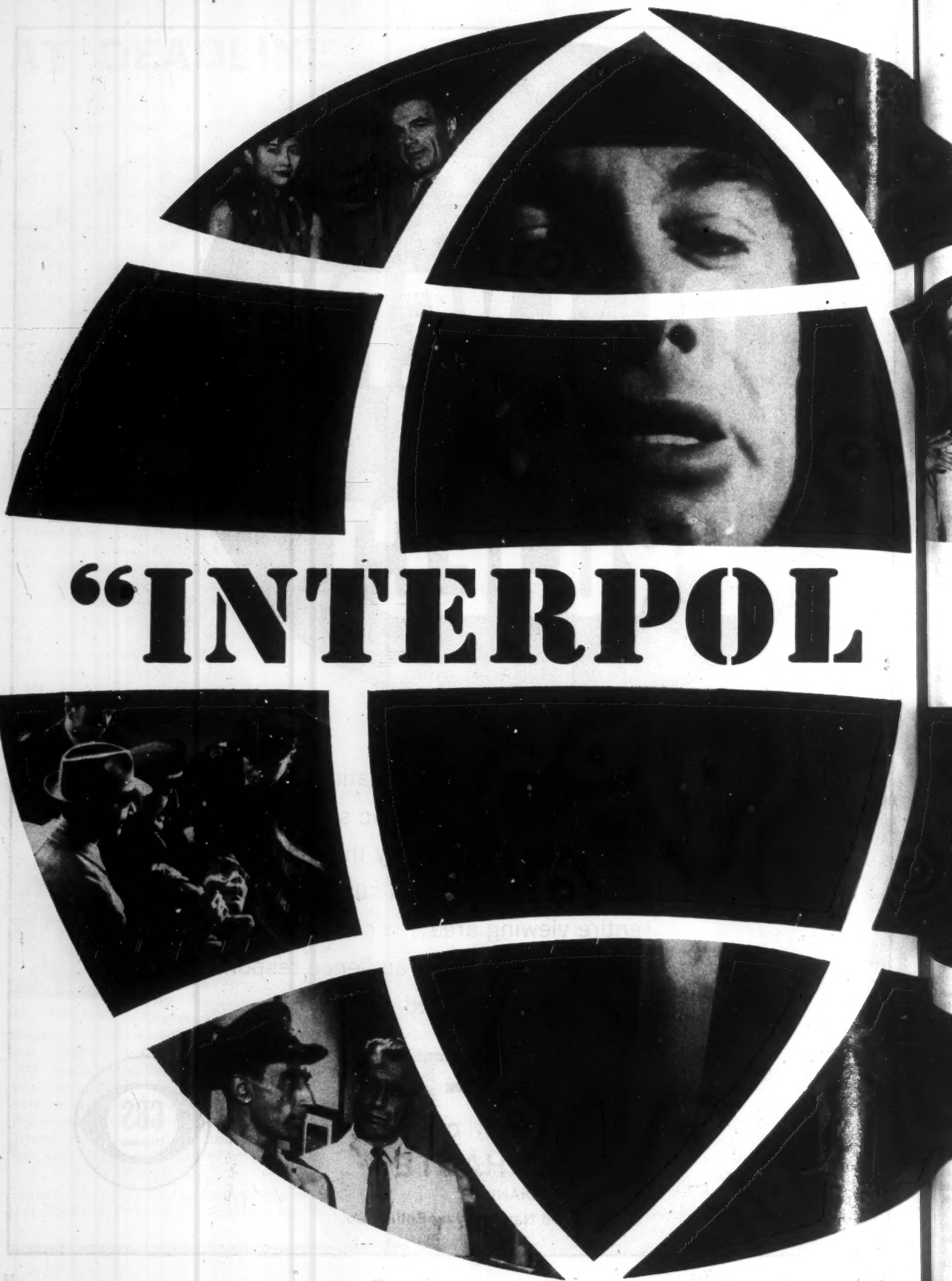
CHANNEL 10 • CBS-ABC

TERRE HAUTE

INDIANA

Represented Nationally by Bolling Co.

CBS TELEVISION


"INTERPOL

Diamond Thieves
Forged Currencies
Firebug Extortion
Protection Rackets
Insurance Frauds
Crime Lords
Securities Swindle
Raging Epidemics

SUSPENSE

ACTION STORIES ABOUT INTERPOL– THE JET-AGE POLICE AGENCY– THE SCOURGE OF THE INTERNATIONAL UNDERWORLD

CALLING"

starring

CHARLES KORVIN

as Chief Inspector Duval

Only
The Rank Organisation Limited
(of **J. ARTHUR RANK** fame)
with established world-wide facilities
could produce this absorbing television series
in association with
The Jack Wrather Organization
for I T C.

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100 University Avenue • Toronto 1, Ontario • EMpire 2-1166

1st in SAN ANTONIO

FOR EVERY QUARTER-HOUR SEGMENT

6 a.m. to 6 p.m.
. . . as compiled by
PULSE
for
SAN ANTONIO
SEPTEMBER, 1959

and FIRST in HOOPER, too!
morning and afternoon

REPRESENTATIVE:
KATZ AGENCY

5000 Watts • 860 KC
KONO Radio
JACK ROTH, Mgr.
SAN ANTONIO, TEXAS

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JANUARY 1960

Jan. 5—Radio & Television Executives Society timebuying-selling seminar. Louis Hausman, director, Television Information Office, and Gilbert Seldes, author, critic and director of Annenberg School of Communications, U. of Pennsylvania, provide "A Critique At Mid-Season." Hotel Lexington, New York, noon-2 p.m.

Jan. 6—Chicago chapter, American Women in Radio & Television, regular monthly meeting, Continental Room, Fred Harvey Restaurant's Bottle & Bowl, 71 E. Jackson Blvd. Featured speaker: Walter Schwimmer, head of Walter Schwimmer Co., film production-distribution firm.

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

Jan. 8—Federal Communications Bar Assn. Annual meeting and banquet, Statler Hotel, Washington.

Jan. 8—Academy of Television Arts & Sciences "close-up" dinner-show testimonial to Arthur Godfrey, Astor Hotel, New York. (Rescheduled from original announcement for Dec. 4 at Seventh Regiment Armory.)

*Jan. 9—United Press International Broadcasters of Indiana, afternoon-dinner meeting, Sheraton-Lincoln Hotel, Indianapolis. Speaker: William Small, WHAS-AM-TV Louisville, president of RTNDA.

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 11—Comments due in FCC rulemaking to authorize vhf translators with a maximum power of 1 w.

Jan. 11—Chicago Broadcast Adv. Club regular monthly luncheon, Sheraton Towers. Main speaker: Sol Taishoff, editor-publisher, BROADCASTING. Thomas Wright, vp at Leo Burnett Co., presides as BAC president.

Jan. 12—Radio & Television Executives Society timebuying-selling seminar. H. P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., and William E. (Pete) Matthews, vice president-director, media relations-planning, Young & Rubicam, view "How Many Commercials Make Too Many?" Hotel Lexington, New York, noon-2 p.m.

Jan. 13—Canadian Board of Broadcast Governors opens public hearings for second tv license in Winnipeg.

Jan. 16-17—Eighth annual **Retail Adv. Conference**, Palmer House, Chicago. Among key speakers: Robert M. Cox, president of WMCK McKeesport, Pa., and Cox's Dept. Store; Frances Corey, vp of Grey Adv. for west coast operations, and Josephine Brooker, advertising manager of Buttrey's Dept. Store, Great Falls, Mont., and specialist in radio promotion. Presentation of outstanding retail promotion awards, discussions, workshops and reception comprise remaining agenda.

Jan. 18—Canadian Board of Broadcast Governors opens public hearings for second tv license in Vancouver.

Jan. 19—Los Angeles, Hollywood and Los Angeles Women's Ad Clubs joint luncheon meeting, Hotel Statler, with Richard Ryan, general manager, KLOK San Jose, Calif. (president, Advertising Assn. of the West), as major speaker in an AAW program. Felix Adams, vp, Radio Recorders (Hollywood Ad Club president), will be chairman.

Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board. SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

Jan. 19-21—National Religious Broadcasters 17th annual convention, Mayflower Hotel, Washington.

Jan. 22-24—Advertising Assn. of West midwinter conference, Lafayette Hotel, Long Beach, Calif.

Jan. 25—Retrial of former FCC Comr. **Richard A. Mack** and friend, **Thurman A. Whiteside**, on charges they conspired to throw grant of Miami ch. 10 to National Airlines. U. S. District Court, Washington.

Jan. 25—Hollywood Ad Club luncheon, Hollywood Roosevelt Hotel. Speaker: Kevin Sweeney, president, Radio Advertising Bureau.

*Jan. 25—**NAB** will testify at FCC's programming hearing in Washington.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism. Speaker: Sig Mickelson, CBS News president.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

Jan. 28-30—South Carolina Broadcasters Assn. annual convention, Hotel Greenville, Greenville. Ken Beachboard of WFBC-TV there will be in charge of the tv sessions.

Jan. 29—Adcraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

FEBRUARY 1960

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

Feb. 4—Minnesota AP Broadcasters Assn., annual meeting, Minneapolis.

Feb. 5—Advertising Federation of America midwinter conference, Statler-Hilton Hotel, Washington.

Feb. 5-13—U. of Minnesota School of Journalism's 13th radio-tv short news course at the university, Minneapolis.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prizewinners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 7-9—Advertising Federation of America First District conference, Statler-Hilton Hotel, Boston.

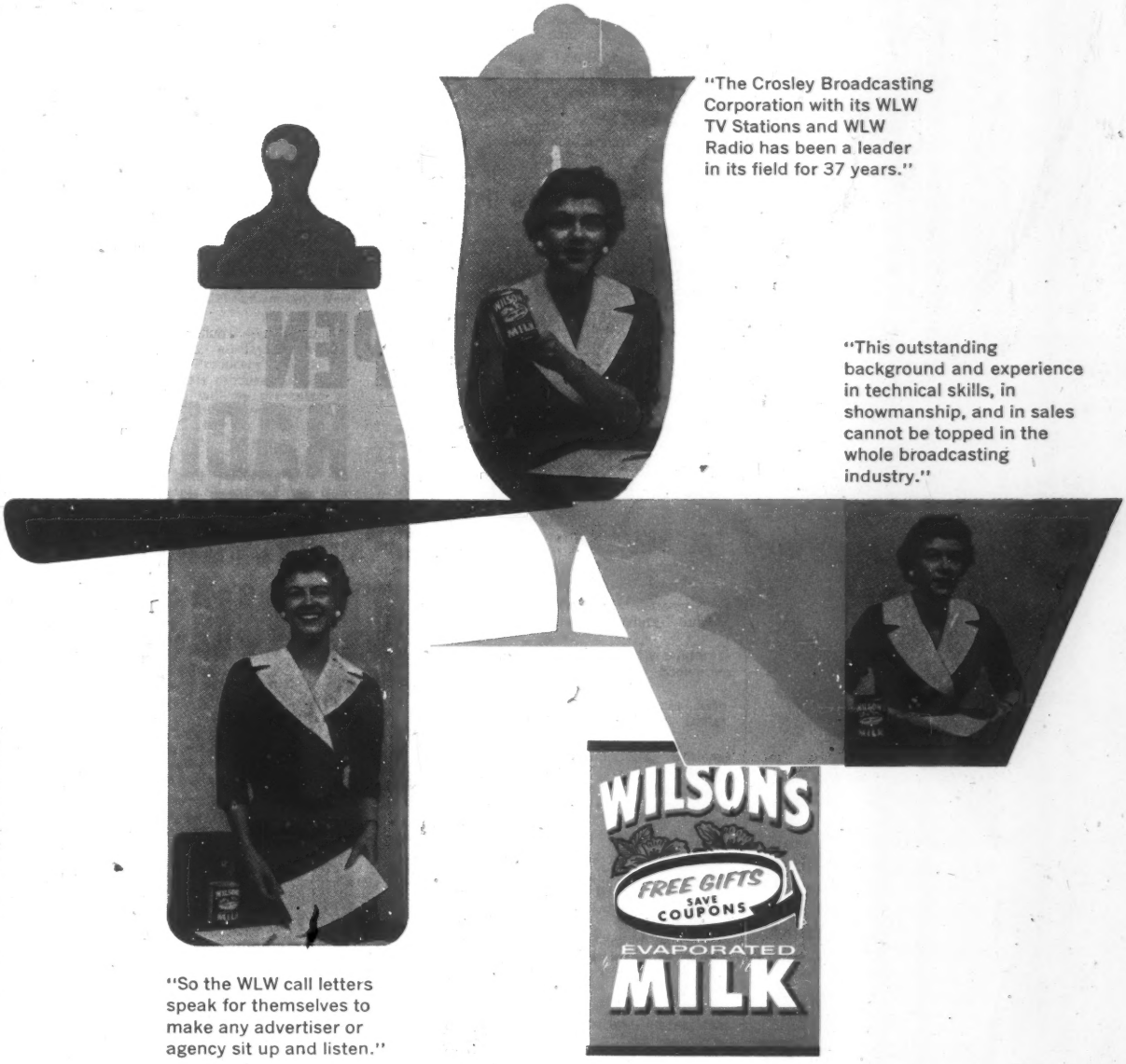
Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

Feb. 8—Minneapolis Sales Executive Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

Feb. 9—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitz-

Interview: Helen Sarid

Clinton E. Frank Agency Radio TV Supervisor tells why she selects the WLW TV Stations and WLW RADIO for Wilson's Evaporated Milk.



"The Crosley Broadcasting Corporation with its WLW TV Stations and WLW Radio has been a leader in its field for 37 years."

"This outstanding background and experience in technical skills, in showmanship, and in sales cannot be topped in the whole broadcasting industry."

"So the WLW call letters speak for themselves to make any advertiser or agency sit up and listen."

Call your WLW stations representative . . . you'll be glad you did! The dynamic WLW stations . . .

WLW-A Television Atlanta

WLW-I Television Indianapolis

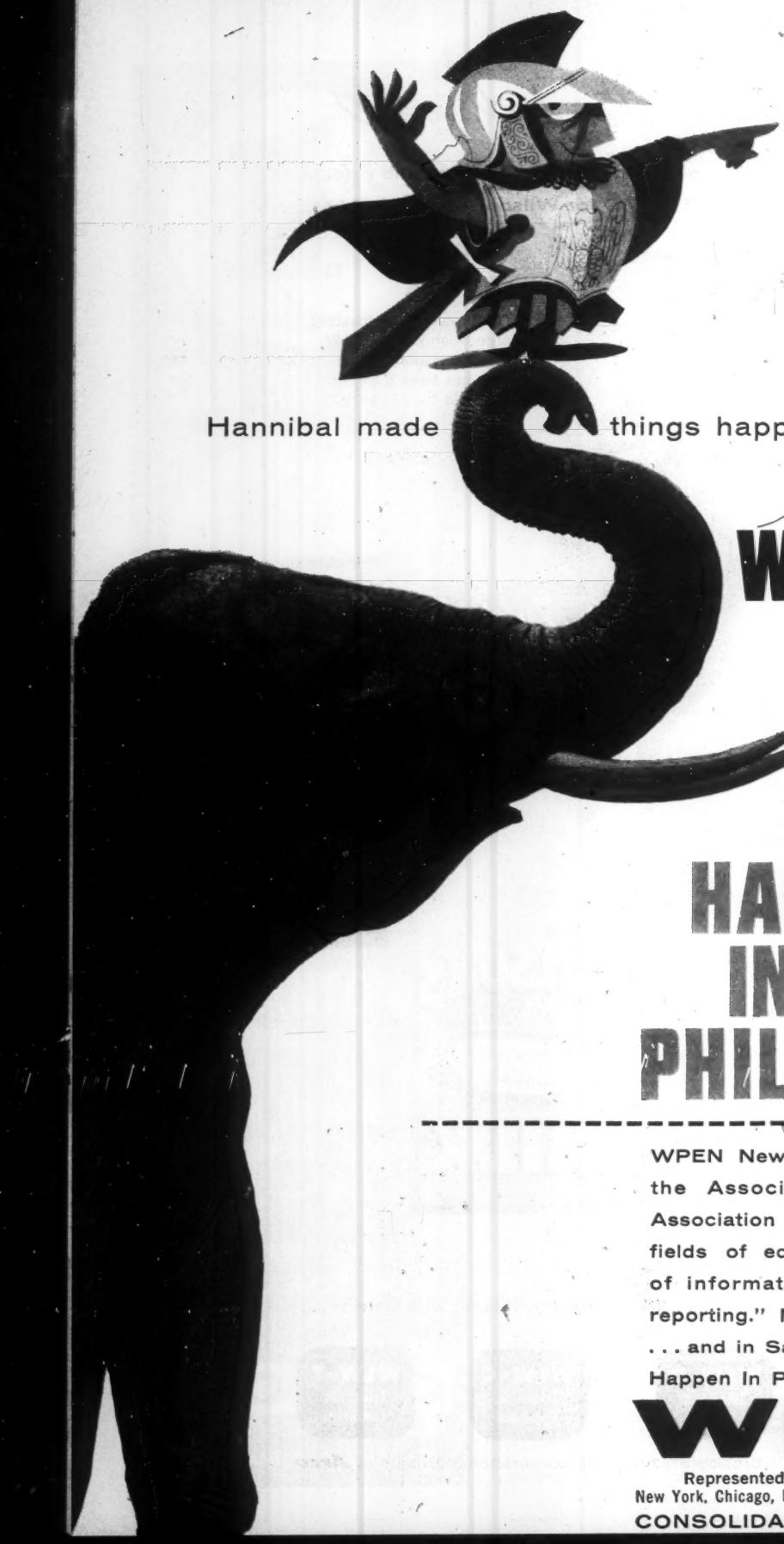
WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

W L W Radio

Crosley Broadcasting Corporation a division of **Avco**



Hannibal made things happen in the Alps . . . and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN News was awarded citations by the Associated Press Broadcasters' Association for "outstanding work in the fields of editorial-commentary, freedom of information, and outstanding news reporting." More evidence that in News . . . and in Sales . . . WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
CONSOLIDATED SUN RAY STATIONS

gerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

*Feb. 11—**Houston Advertising Club** forum, Shamrock-Hilton, Houston, Tex. Speakers: Donald S. Frost, senior vice president, Bristol-Myers, and board chairman of Assn. of National Advertisers; Arno H. Johnson, vice president-senior economist, J. Walter Thompson, and board chairman of Advertising Research Foundation; James S. Fish, vice president-advertising director, General Mills, and board chairman of Advertising Federation of America; Sylvester (Pat) Weaver, board chairman, McCann-Erickson Corp. (International). C. James Proud, president, AFA, will speak at noon luncheon.

*Feb. 11-12—**British Columbia Assn. of Broadcasters** annual meeting, Hotel Vancouver, Vancouver, B.C.

*Feb. 13—**Western States Advertising Agency Assn.** annual dinner dance at Ambassador Hotel, Los Angeles. Award will be presented to "Advertising Citizen of 1959."

Feb. 14-20—**Advertising Federation of America's** National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—**National Sales Executives-International** Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel.

Feb. 16—**Radio & Television Executives Society** timebuying-selling seminar. Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

Feb. 17—**Hollywood Ad Club** second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1958 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—**Assn. of National Advertisers**, co-op advertising workshop, Hotel Sheraton-East, New York.

*Feb. 18-23—**American Bar Assn.** midwinter meeting, Edgewater Beach Hotel, Chicago. ABA board of governors and groups, along with National Conference of Bar Presidents and Fellows of the American Bar Foundation, meet in advance of House of Delegates sessions Feb. 22-23. Progress report on study work with media representatives on controversial Canon 35 (radio-tv access to courtroom proceedings) expected to be filed.

Feb. 19—**Sales Executives Assn.** and **Advertising Club of St. Louis**, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 19-22—**National Sales Executives-International** mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 21-22—**Virginia AP Broadcsters**—Washington & Lee U.'s radio newsmen's seminar.

Feb. 23—**Radio & Television Executives Society** timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

Feb. 24—**Voice of Democracy** annual contest luncheon and announcement of national winner, Statler Hotel, Washington.

Feb. 24—**Academy of Television Arts & Sciences** forum on good & bad programs, Beverly Hilton Hotel, Beverly Hills, Calif.

Feb. 24-25—**Fifth annual State Presidents Conference** under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

March 1—**Radio & Television Executives Society** timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

March 4-6—**Disc Jockey Assn. convention**, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."

March 7-11—**National Sales Executives-International** San Francisco Field Sales Management Institute Hotel Mark Hopkins there.

March 8—**Radio & Television Executives Society** timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Charles W. Shugert, the Joseph Katz Co.'s executive vice president, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 8-11—**Audio Engineering Society** west coast convention, Alexandria Hotel, Los Angeles.

March 13-14—**Texas Assn. of Broadcasters** spring meet, Rice Hotel, Houston.

March 15—**Radio & Television Executives Society** timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—**Academy of Television Arts & Sciences** at New York, forum on educational tv, NBC.

March 16-18—**Electronic Industries Assn.**, spring conference, Statler Hilton, Washington.

*March 17-19—**Advertising Federation of America** Ninth District convention, Cornhusker Hotel, Lincoln, Neb.

March 21-24—**Institute of Radio Engineers** national convention, Coliseum and Waldorf-Astoria New York.

March 31—**Academy of Television Arts & Sciences** forum on "Do They [ratings] Really Know?"

APRIL 1960

*April 1-3—**Women's Advertising Clubs** eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

April 3-7—**NAB Annual Convention**, Conrad Hilton Hotel, Chicago.

April 4—**Academy of Motion Pictures Arts & Sciences** annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

*April 4-7—**National Premium Buyers** 27th annual exposition, Navy Pier, Chicago. Premium Adv. Assn. of America will hold its annual conference in conjunction with exposition at same site April 5. And the National Premium Sales Executives conducts its sales and distribution seminar April 3. Social highlight: Premium Industry Club banquet April 6. Headquarters for the NPBE: Congress Hotel, Chicago.

April 6—**Academy of Television Arts & Sciences** forum on New York station operations, ABC.

*April 13-16—**American Public Relations Assn.** conference, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 15-17—**National Sales Executives-International** spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 21-22—**National Retail Merchants Assn.** board of directors meet, Hotel Statler, Dallas, Tex.

April 22—**Virginia AP Broadcasters**, National Press Club, Washington.

April 24—**National Retail Merchants Assn.** sales promotion division board of directors meet, Paradise Inn, Phoenix, Ariz.

April 24-27—**National Retail Merchants Assn.** sales promotion division mid-year convention Paradise Inn, Phoenix, Ariz.

April 24-27—**Continental Advertising Agency Network** annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—**U. of Florida School of Journalism & Communications** journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.)

April 25—**Academy of Television Arts & Sciences** forum on pay tv vs. free tv.

April 25—**National Sales Executives-International** New York Field Management Institute, Barbizon-Plaza Hotel there.

April 25-27—**Sales Promotion Executives Assn** annual conference, Hotel Astor, New York.

April 29—**Ohio Assn. of Broadcasters**, Pick-Ohio Hotel, Youngstown.

MAY 1960

*May 1-2—**American Bar Assn.'s** Law Day U.S.A.

*May 2-4—**Assn. of Canadian Advertisers** convention, Royal York Hotel, Toronto, Ontario.

*May 9-11—**Institute of Radio Engineers** symposium, Hotel del Coronado, Coronado, Calif.

*May 10—**Wisconsin Fm Station Clinic**, Center Bldg., U. of Wisconsin, Madison.

*May 12-15—**Advertising Federation of America** Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

A Top NBC Award Winner

"The Giant of Southern Skies".

Miss Edna Seaman
WFBC-TV's Promotion Manager

For Audience Promotion in GREENVILLE SPARTANBURG ASHEVILLE

Using the theme "Total Television in DIXIE AFTER DARK", Miss Seaman was one of the top 5 winners in NBC's nationwide audience promotion contest from August 11 through October 11th. She thus wins for herself an all-expense paid trip to Hollywood . . . and for WFBC-TV and its clients she maintains dominance in the Greenville-Spartanburg-Asheville market.

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

Represented Nationally by
WEED TELEVISION CORP.

WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KVER-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.

OPEN MIKE

Burnett is Chrysler agency

EDITOR:

IN RATING-SERVICE BOX PAGE 43 DEC. 14 UNDER BACKGROUND "ANOTHER EVENING WITH FRED ASTAIRE" PROGRAM IS ERRONEOUSLY CREDITED TO ANOTHER AGENCY THAN LEO BURNETT CO. WHICH IS THE AGENCY OF RECORD ON THE ASTAIRE SHOWS BOTH IN 1958 AND 1959 FOR OUR CLIENT CHRYSLER CORP.

Gil McClelland
Leo Burnett Co.
Chicago

Inventory of progress

EDITOR:

A year's end inventory of the progress that has been made in public education about mental illness reveals the important, but often unacclaimed, role the broadcasting industry has played.

All non-profit associations owe much to the unlimited cooperation of broadcasting in making their facilities available for our public service messages.

To the broadcasters of Southern California in particular and to the entire industry in general, I simply want to say "thank you."

Ernest Kreiling
Executive Director
Los Angeles County Assn. for Mental Health

'To dispel the fog'

EDITOR:

As a union officer I cannot help but note that if "labor" was substituted for "broadcasting" in the editorial ("To dispel the fog," Dec. 21, 1959) it would be an excellent summation of labor's reaction to the accusations leveled against the entire labor movement on Capitol Hill . . .

My great fear is that broadcasting, in its attempt to set its house in order, will prostitute itself to the vocal minorities, those self-appointed guardians of us all who are eternally "viewing-with-alarm" and "pointing-with-pride."

John I. Clucas
Recording Secretary
L.U. No. 1200, IBEW
Silver Spring, Md.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

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* Reg. U. S. Patent Office

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WHAT MAKES WXYZ-TV AND WXYZ RADIO DETROIT'S MOST POPULAR STATIONS? *

Talent and production staffs with original ideas . . . the kind of original ideas that put WXYZ-TV's "Lunch with Soupy Sales" on ABC network and brought the nation J. L. Hudson's Thanksgiving Day Parade.

This originality made WXYZ Radio's mobile studios one of America's most imitated broadcasting techniques . . . the same WXYZ Radio that originated The Lone Ranger and Green Hornet.

Michigan's "young at heart" audiences expect this originality from Broadcast House. We call it WXYZ*ing!* In this big car buying year, there'll be more money around Southeast Michigan than ever, so put WXYZ*ing* in your plans!

*See for yourself. Check the rating books.

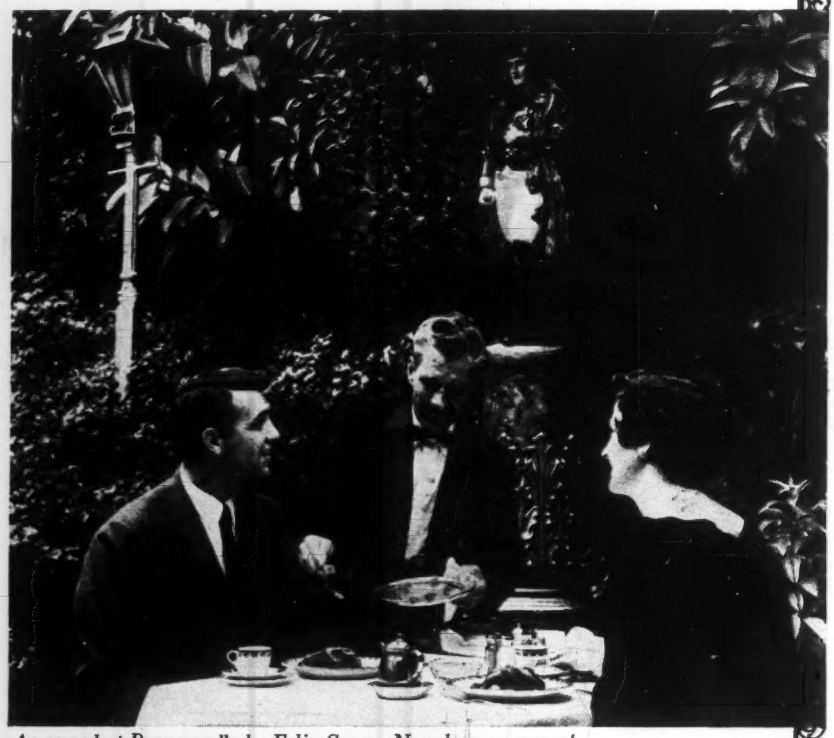
THE STATIONS WITH WXYZing

WXYZ-TV CHANNEL 7 • WXYZ RADIO 1270 • ABC-DETROIT

Represented nationally by Blair-TV and John Blair & Co.

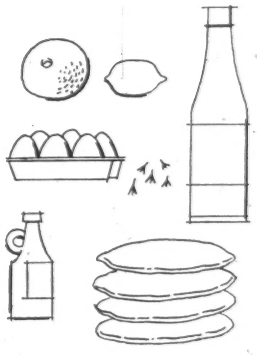
Crêpes Suzette Soufflées

...OLD NEW ORLEANS FAVORITE



As served at Broussard's by Felix Savoy. Napoleon approves!

Here's how to make it!



There are three steps in the Crêpes ritual at Broussard's—a sassy sauce, a light egg batter and a determined meringue.

Make sauce and store until needed. Cream ¼ cup sweet butter with 1 cup sifted confectioner's sugar. Flavor with rum or a few drops pure rum extract. Grate rinds of 1 medium orange and 1 lemon; extract juice & pulp. Combine with sauce and heat just a little to blend it. Add 2-3 whole cloves. Makes 1 cup.

Make 4 paper-thin French pancakes about 8 inches in diameter. Follow your own favorite recipe, but use a light egg batter.

Fill the centers with 4-5 heaping tbsp. *very* firm vanilla-flavored meringue. Fold in half, then again, making a triangle. Dust with confectioner's sugar.

Pour sauce into baking dish, arrange folded Crêpes in it. Set in pre-heated 325-degree oven 10-12 minutes, until Crêpes puff up and meringue browns lightly.

Carry to table at once. Pour 1½ oz. good brandy and ½ oz. Grand Marnier over each. Touch match to the dish and flame-baste Crêpes a minute or so. Serve at once on heated plates covered with brandy sauce. Makes 4 gourmets happy.

WWL-TV... New New Orleans Favorite

Among New Orleans' favorite shows are the ones they see *live* on WWL-TV. Ranging in interest from NEW ORLEANS JAZZ to MORGUS BOARD (featured in TV Guide, Nov. 21) to authentic jungle adventures on WILD CARGO, WWL-TV's schedule of 49 live shows per week provides the perfect vehicle for commercials that require a personal touch.

Ask Katz about the local popularity of WWL-TV's live programs

WWL-TV

CBS

NEW ORLEANS

MONDAY MEMO

from **DON BELDING,** *former board chairman, Foote, Cone & Belding*

Where are our leaders?

The advertising industry is getting its soft belly punched again. It seems that every time any advertising practice is challenged the rule is to yell guilty and run for the shade.

A few years ago the compensation method of client-agency relationships was challenged. The leaders meekly pleaded *nolo contendere*. Yet this was the compensation system under which advertising had made its greatest contribution to the American standard of living.

Now we find that some producers turned out television programs that reached the highest ratings in tv history, but used methods which have been challenged as dishonest. I am not going to defend liars, or cheats, or dishonest people. But I am going to defend the quiz show and the manner in which it was conducted.

Quiz Show Defense • These quiz shows were very popular. The people liked them. The producers operated on tight budgets. They used devices which kept the shows within the budgets. One of these devices was a method of controlling the big budget item, the prize money. If a contestant showed no appeal to the public he was taken off pretty fast. No one lays money on the line against public acceptance. If they had a contestant with appeal it was just good business to keep him on for awhile. That meant the public liked the show and the ratings would be good.

These producers were offering entertainment, not puritanism. The only mistake they made was in not being frank and honest in defending the methods they used when the chips were down.

We're Not All Pure • Of course there are some charlatans in the advertising business. And so are there quack doctors, hypocritical preachers, shyster lawyers and crooked politicians. But that doesn't mean that most of the doctors are quacks, most of the preachers are hypocrites, most of the lawyers are shysters or that most of the politicians are crooks. Nor does it mean that most of the advertising men are charlatans. But it does mean that leadership must take constant measures to keep its industry free of these undesirable elements. If not, the industry must be prepared to take the consequences.

When the baseball industry slid down the scandal stairs it emerged with a Judge Landis and the people applauded. The legal profession has a rather ineffective disbarring procedure. The medical profession has its Hippocratic oath and a malpractice code. Politicians are trying to get behind a fair practice code to catch the culprits before they are elected. Advertising has the Federal Trade Commission, the Pure Food and Drug Act and the Better Business Bureau. And it has some very effective copy codes which copy writers should pay attention to.

Hurrah for Advertising • Advertising should be praised to the skies for its contribution to the American economy—for the way it has helped to increase the standard of living of our people—for the employment it has directly and indirectly caused. Instead, our people are forever apologizing.

In times like this strong hands are needed. If a Judge Landis is required to meet a situation with a fair practice code that has teeth in it, where are those with courage enough to speak out, make a sale and take some action?

Where are the leaders? In the trade associations? They should be. But trade association managers and boards don't "stick their necks out." Trade associations are fence walkers.

Now senior statesman of advertising in the West, Don Belding started as office boy in the Los Angeles branch of Lord & Thomas. He worked his way up to vice president in charge of that office and in 1943 when L&T was dissolved and its accounts and personnel were taken over by Foote, Cone & Belding, he became board chairman of the new agency. He retired in 1957 and continues as consultant. He is chairman of the Freedoms Foundation at Valley Forge, vice chairman of the National Monument Commission, president of the Los Angeles Airport Commission and national campaign director of the Arthritis and Rheumatism Foundation.

Where are the leaders? In the agencies? Hardly. They are even more tightly bound to a financial reason for walking the fence.

I am sure we can say that if it hadn't been for the Advertising Council, things would be a lot worse. The Advertising Council has taken the gracious approach, an admirable unselfish approach. They have turned the other cheek. But the advertising critics haven't hesitated to belt the other cheek a good hard blow. Those who would destroy advertising do not believe in the Biblical admonition that the meek shall inherit the earth. They must be handled by sterner measures.

There's an old Latin phrase, *silentium con sensum*, which translates to "silence means consent." And there is also an adage, "Boldy ventured is half won," as true today as at the time of King Tut. So where are the leaders who will stand up and answer the critics of advertising with the obvious truths and justifications? And where are the leaders who will now take off their coats and fight to clean up the industry, if it needs cleaning up, before the fog of censorship and regulation blankets the effectiveness of advertising to serve our country well?

Action Needed, Now • Where are the leaders? Not those "too busy just now," but leaders who will act. Here is one idea: A few advertising managers have risen to the heads of their companies. They have demonstrated that they have enough intelligence in their heads and guts in their characters to overcome major obstacles.

I'm thinking principally of three—Neil McElroy of Procter & Gamble, C.G. Mortimer of General Foods and F.W. Specht of Armour. If these three would put their heads together as an executive committee of the advertising business they should come up with some practical action answers.

They can afford to stick their necks out because there is no internal political rival left to cut their heads off. And even if their boards of directors object I am sure that they have enough sustenance stored up to enjoy a bountiful life for the rest of their days.

God help the advertising business if we can't find leaders with courage enough to defend it constantly against all comers and to institute clean-up procedures if that action seems necessary.

Important notice to Time Buyers in

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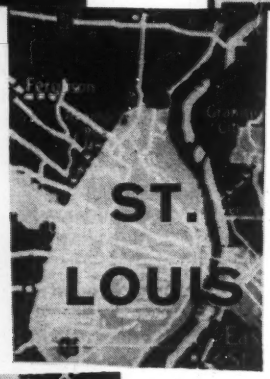

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&

as well as Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle:

Adam Young *is now the man to see when you want the best buys in Baltimore and Richmond!*

WITH · WXEX-TV · WLEE

Radio Baltimore:
Tom Tinsley, President
R. C. Embry, Vice Pres.

NBC

Richmond:
Tom Tinsley, President
Irvin Abeloff, Vice Pres.

Radio Richmond:
Tom Tinsley, President
Harvey Hudson, Vice Pres.

OTHER NATIONAL REPRESENTATIVES: Select Station Representatives in New York, Baltimore, Washington and Philadelphia
Clarke Brown Company in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

January 4, 1960
Vol. 58 No. 1

A GLOWING FORECAST FOR THE 60's

Top economists predict 100% rise in television advertising

They say that's least tv can gain in decade of great U.S. growth

These projections led Jock Whitney to take the plunge in tv

A doubling of revenues, shared mostly by existing stations and studded by gains in profit potential—that's the 10-year economic outlook for television as seen by one of the country's leading investment companies.

J.H. Whitney & Co., a partnership of experts who "put our own money in things we have faith in," made the analysis. It was one of the factors that led John Hay (Jock) Whitney, now ambassador to Great Britain, and a group of his associates to consolidate all of Mr. Whitney's broadcasting and publishing interests in the new Whitney Communications Corp., effective the first of this year (BROADCASTING, Oct. 26, 1959). Through the Corinthian Stations, Whitney Communications already is weighted heavily on the side of television station operations.

Here is the Whitney organization's broad forecast for 1970 as described by C. Wrede Petersmeyer, president of Corinthian and one of the group pulling out of Whitney & Co. to form and operate the new corporation:

- Gross National Product, estimated at $472 billion in 1959, will be about $790 billion in 1970—in terms of 1958 dollars. This is the estimate of the National Planning Assn.
- Total advertising expenditures will go from $10.9 billion to about $18 billion.
- Television's share of total advertising expenditures will rise from $1.51 billion to somewhere between $2.7 billion and $3.1 billion.
- All these figures are expressed in terms of 1958 dollar values, without giving effect to inflationary rises. Assuming, as the Whitney company does, that inflation will continue, then the generally accepted estimate of 2% inflationary increase each year would mean that in 1970 television's total revenues would range—in 1970 prices—somewhere between $3.5 billion and $4 billion.

The projection accepts Census Bureau estimates that U.S. population will rise from 177 million now to 220 million in 1970. It assumes generally conservative rates of economic growth in terms of recent years' experience—that total advertising will come to about 2.31% of GNP (the low side of the ratios recorded since 1955) and that television's 1970 share of total adver-

Bulls on the loose at McCann-Erickson

The growth of the U.S. economy in the next 10 years will match that achieved in the last 25, McCann-Erickson predicted in a special study released last week.

Total advertising should rise more than 60% to a point above $16 billion by 1965 and "could well exceed $20 billion, or more than double present volume," by 1970, according to the study. Titled "The Decade of Incentive," the report was based on studies by Market Planning Corp., an affiliate of McCann-Erickson.

On comparable economic questions the McCann report and the analysis by J. H. Whitney Co. (see story this page) showed similarly optimistic appraisals, although the agency's forecast for total advertising expenditures 10 years hence was a little above the Whitney estimate of $18 billion. (M-E made no estimates for individual media.)

Both M-E and Whitney comparisons were expressed in terms of constant dollars, disregarding inflationary factors. Assuming inflation will raise the price level 2% a year—same figure assumed by the Whitney firm—McCann-Erickson noted that total advertising volume in 1970 could well exceed $25 billion in 1970 dollars.

The M-E study said that, assuming only that there is no recurrence of war, the next 10 years would produce "a giant step" toward "eradication of material want," with enough gain in national output "to provide 30% more goods and services for 25% more people, with perhaps 8% less work time per person." Other highlights:

By 1970, "a man's hourly production may equal twice his production rate at the end of World War II.

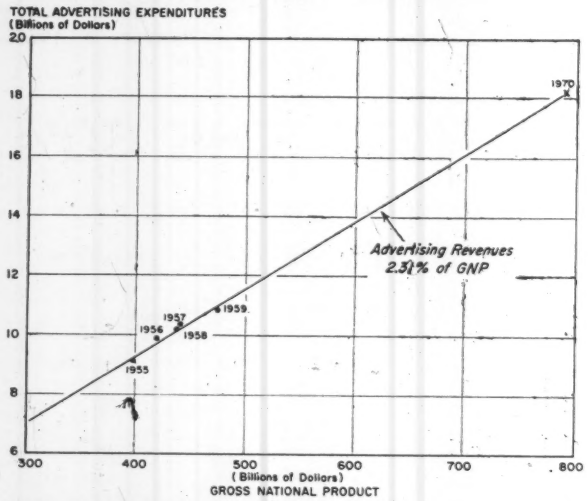
"Only one family in seven now enjoys an income level equal to what will be the *average* family income level in 1970."

Consumer spending 10 years hence should be about double the rate for 1960: "In 1970, consumers alone will take off the market a volume of goods and services approximately equal to the current purchases of consumers, business and government combined."

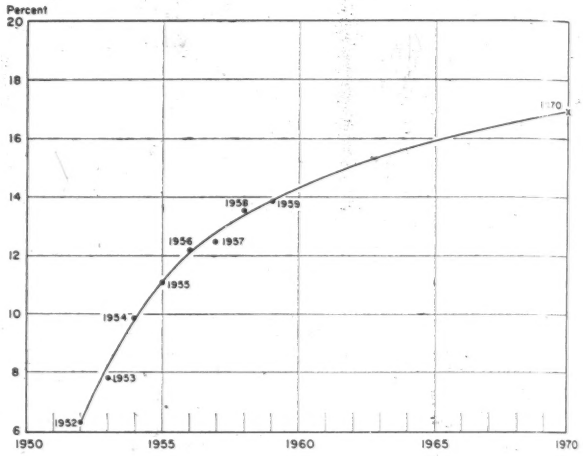
Most striking increases in consumer spending will be in the area of durable goods: "By 1965, outlays for durables are likely to be as much as $58 billion, or roughly 40% above current spending in this area; by 1970, spending for durables may exceed $70 billion a year, of which automobiles may account for nearly $30 billion, "the McCann-Erickson forecast reported.

Spending for soft goods, including food, will rise less rapidly but in dollars the gain will still be "prodigious": "By 1970, soft goods spending is likely to exceed $225 billion, of which perhaps $125 billion will [be for] food. Spending for non-food soft goods, which now amounts to about $65 billion a year, will have increased fully 50% by 1970 . . . Recreation outlays should advance sharply and will constitute a $25 billion industry."

How Whitney economists chart the next 10 years for



Advertising and GNP • This projection shows relationship of total advertising expenditures and the Gross National Product through the next decade. This assumes advertising ratio to GNP won't rise above recent levels.



Tv's part of total advertising • Using actual figures for years 1952 through 1959, this projection shows the percentage of total advertising that will go to television in next decade. This projection is deliberately conservative.

tising expenditures will range between 15 and 17% (as against about 13.9% in 1959, and as compared to some other estimates that tv's share may be as high as 20% 10 years from now).

Economy a Growth Industry • Does this projected increase in television's share—from 13.9% in 1959 to 15-17% in 1970—entitle tv to continue to carry the label of "growth industry"? Mr. Petersmeyer's answer is a loud "yes." He explains:

MR. PETERSMEYER

A doubled economy in 10 years

"The economy is a growth industry itself, to start with, provided the markets you're trying to reach are people. The closer you can get to reaching people in an expanding economy, the closer you get to a growth industry. For example, take the growth of children's books: when you have an increase in population of children you're going to do much better if you are in that area of the book business than if you're manufacturing equipment that will go into libraries.

"When you talk about communications you're talking about reaching the ultimate consumer, and when you talk about reaching the ultimate consumer in an expanding population, that's a growth industry.

"Superimpose on that an expanding percentage of the dollars that must be spent on that communications, even though the percent goes from 13.9% to only 17% in a 10-year period, that still is better than a 20% increase in share—not just the difference between 13.9% and 17%. Superimpose this on the expanding market you're trying to reach and you have a doubling of the dollars going into this medium in 10 years. And that is a very healthy growth situation. That's close to 10% increase per year."

No Tv "Population Explosion" • In Mr. Petersmeyer's opinion this doubling of television revenues will be split up largely among existing stations, although he anticipates some increase in station population. He expects that many stations that are uneconomic today will become more economic, and that some markets that cannot now support an additional station, or even the first station, will become able to do so in the next 10 years.

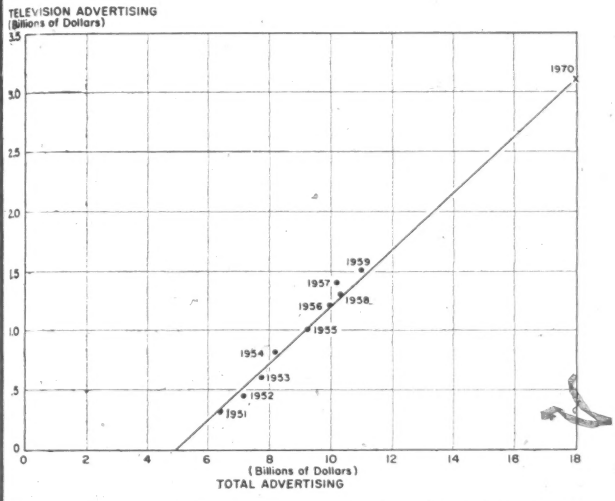
Thus most of the doubling of television revenues (again speaking in 1958 dollar values) will come from increased rates, plus the fact that there'll be growing demand for time on many stations which currently aren't that lucky. Considering the inflationary factor, he figures that rates 10 years hence will be more than double what they are today; forgetting the inflationary factor, something less than double.

"I think that probably 90% of the revenue increase will go on existing facilities," Mr. Petersmeyer asserts. But he doesn't think rates will get out of line, from the advertiser's cost-per-thousand viewpoint. In fact, he feels that television, in relation to other media, is underpriced right now. He says:

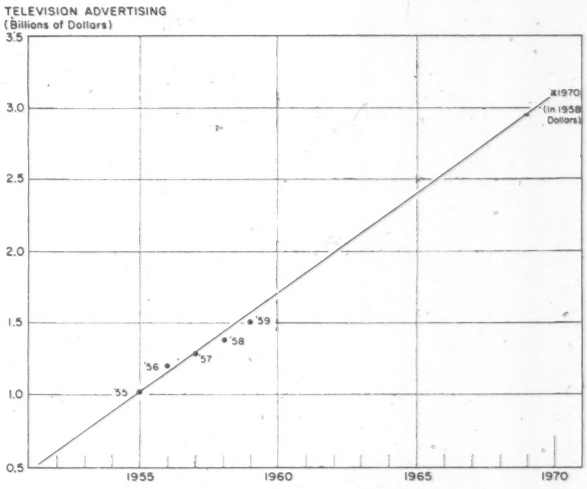
"You find a very healthy sales picture on most stations, and if that is true and this advertiser demand continues and television gets an increasing share, the law of supply and demand will certainly cause television's rates to be increased.

"I think, for example, that television is still living with a policy, adopted by the industry in 1955, of package plans offering tremendous discounts in daytime television. You get 12 Plans, 24 Plans, 36 Plans; you get discounts up to 45% for a 12 Plan and some of them go up from there. This was instituted

for whole economy, all advertising, tv advertising



The advertising dollars • This projection shows how many dollars will be spent annually in all advertising and in television advertising during next 10 years. Again, Whitney statisticians say their calculations are conservative.



Television's past and future • Here is the track record of television advertising expenditures through 1959 and the projection through 1970. These are expenditures for time, talent and all other costs for network, spot and local tv.

at a time when you couldn't give daytime television away. Advertisers taking advantage of it have put sizable amounts of money into daytime television and they've found it really moves merchandise. On stations now you will find difficulty in finding good minute availabilities. Over a period of time I think you'll find those discounts going down—as well they should. Those discounts have made daytime and daytime minutes extremely attractive in relation to prime evening time. I think it's ridiculous for television stations to price their product where they sell at less than a dollar a thousand."

All Rates To Rise • Mr. Petersmeyer thinks other media's rates will go up, too—though, as in the case of tv, he doesn't see them doubling. But he doesn't think they'll be able to maintain their cost-per-thousand.

Television, in his view, has a big advantage built in: the growing population will "fill in" under the "umbrellas" of tv station coverage patterns, so that the costs of reaching these additional people will not materially increase—television is tied to less variable costs than other media. Expressed another way, print media will have to raise rates to keep pace with rising costs, while television can peg its rates more according to the demand for time, without having them dictated so inflexibly by costs.

This obviously means that television stations can look for greater profits than other media.

"In the print media," Mr. Petersmeyer explains, "your printing and paper costs, labor, mailing charges, etc., will go up with every customer you get. In television your productions costs will continue to go up, but they won't go up in the same ratio to total costs as I think they will in other media. As print media prices go up, demand for television will increase. And the only way you can accommodate the demand is by raising rates. I think television CPM can increase—could right now—in relation to other media, and still be a very attractive buy."

More Money for Programs • While he sees in the future of television a greater profit potential than in print media, Mr. Petersmeyer does not feel profits will be taken at the expense of programming. In his opinion a profitable operation is more inclined to put out more money for programming, and this he is sure will be demonstrated.

"With adequate profit to cover a decent return on your investment," he points out, "you're far more inclined to pump a lot of that money back into better programming, public service programs, pre-empting commercial time for other things, than you would otherwise when you have to meet bank loans and payrolls, in short, you're a marginal operation."

He feels that there are "some substantial elements" who have come into broadcasting via high-priced station purchases in the past few years, who have sizable bank commitments and must make a satisfactory return in order to stay in business. But he also feels they're in the business to stay for a long time, and that they and broadcasters generally will be spending more and more dollars on programming.

With or Without Crisis • Program improvement he thinks would have proved true even without the current wave of criticism of television programming.

"Using public airwaves," he says, "you have a responsibility to the public—and that means to the majority in a

MR. WHITNEY

A projection of tv plenty

TvB sees 10% gain in 1960

Advertisers in 1960 will spend an estimated $1.688 billion in television, a gain of more than 10 percent over 1959.

MR. CASH

The projection comes from Norman E. Cash, president of Television Bureau of Advertising, who released today (Jan. 4) a summary of expected tv dollar activity in the new year.

The $1.688 billion is computed on the basis of actual expenditures for time and talent, and keyed to normal production in the U.S. economy, Mr. Cash explained. A resumption of the steel strike, for example, or some other serious disruption "could change the picture," Mr. Cash said.

It's understood that TvB's estimate for total tv advertising in 1959, including network, spot and local business, amounts to $1.527 billion. This is about a 12.8% increase in 1959 over 1958. Early in 1959, Mr. Cash had predicted a minimum increase of 10%. Tabulations for full 1959 have not yet been made.

In looking ahead, Mr. Cash saw a 1% larger slice of total advertising spending going to tv in 1960 compared to 1959. Mr. Cash said that in 1959 tv obtained about 14% of all advertising dollars invested, a share that in 1960 will edge up to 15%.

The major share of the tv advertiser investment will be in network tv, Mr. Cash anticipating some $846 million in net time and talent. This would be an estimated increase of 8% over 1959. He predicts spot expenditures (national and regional) should total $520 million or a gain of about 12%. Local business in tv should total $322 million, representing a 15% upswing.

Time Period Problem • He had a note of warning also as to the climate ahead: "With many more dollars available for advertising in the 60's, television's biggest problem may soon be to find time periods to accommodate the multitude of advertisers who will want to use the medium."

In his other comments, Mr. Cash noted that a number of new advertisers endorsed tv in 1959 and others in various product groups increased their budgets, a trend, he said, that will continue.

According to latest compilations (TvB is the releasing source) this is the status of tv's gross billing.

In network: Gross time billings (computed at the one-time rate before all deductions) for the three networks are $510,136,192 for January through October in 1959 (also see network billing story, page 44). In spot: In the third quarter of 1959, spot tv computed at the one-time rate came to $133,581,000, when totaled for the first nine months in 1959, the spot figure comes in at $448,904,000.

democracy. We have political democracy and social democracy, but there is an element in our country that refuses to believe that there ought to be cultural democracy. They'd like to set up an elite that says this is what the public ought to see.

"Popular programming is good programming—provided you haven't eliminated the minority appeal in your programming too. Somebody can say, 'I don't like the popular programming,' and that certainly is his prerogative. But that doesn't mean it's poor programming; it means he doesn't like it."

Noting that simple economics requires that there be enough advertiser support to pay for station operation, he ventured that "over a period of time a larger percentage can be devoted to minority appeal—but I'm not saying the proportion is wrong at the present."

Mr. Petersmeyer's estimates of total advertising volume assume that its ratio to GNP will remain at 2.31%, the 1959 estimated figure and also the lowest of the last five years. But he is confident the downward trend evident since 1956 (from 2.36%) is ready for reversal, that the economy will become more and more a consumption economy and that, as business becomes more competitive, advertisers will have to spend more dollars of GNP in order to sell the merchandise. Consequently he feels that 2.31% is a conservative estimate of advertising's relationship to GNP in the future.

Moral of 1958 • He also sees in the 1958 business recession a lesson for the future. A lot of major advertisers, including Procter & Gamble, demonstrated that "you can spend your way out of a recession." When the next shaky spell comes over the economy, he feels, business will remember 1958 and be more inclined to continue and even increase its advertising.

The Whitney projection also foresees greater leisure time opening up larger markets for consumer goods. Through production efficiencies, greater use of machinery, etc., it looks for maintenance of at least the same productivity of the past two decades—with fewer man hours of work.

Another thing going for increased advertising in the years ahead, Mr. Petersmeyer notes, is the way profits get bigger as unit sales increase. For this reason "the businessman will go to increasing efforts to make that last sale, because he'll take an increasing profit on it. Hence he can increase advertising expense and the return he will get will be far greater than that additional cost. I think you'll find the advertiser taking risks in the way of increased advertising expenditures in order to capture increased sales."

While his discussion centered on tv, he pointed out that "the same factors of reaching people, fixed-vs.-variable-costs, and population and expanding markets filling-in under your coverage areas apply to radio just as they apply to television. Radio is still a very attractive business investment. As the cost of television increases, advertisers blocked out of tv will increase the potential for other media—and certainly radio is more akin to television than other media. I think radio will do very well."

Whitney Plans • With this sort of rosy projection in hand, what does the Whitney company plan to do about it? Mr. Petersmeyer doesn't say, exactly, except to indicate that personally he would like to see it get into program production eventually.

"Our job in the last year—and it will go on for a while—is catching up," he says. "When you move very rapidly you have to consolidate your position behind you. We're still in the process of polishing our stations and making better operations than they were when we acquired them."

He did observe that "we're not at our limit" and that "we've never sold a broadcasting property" and "have no plans to sell one."

While not "at our limit," Whitney Communications is close to it. The company has five tv and two radio stations through Corinthian. They are KOTV (TV) Tulsa, KHOU-TV Houston, WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne and KXTV (TV) Sacramento. The new firm also includes Mr. Whitney's 50% ownership of VIP Radio Inc. (four radio stations in the New York suburban area: WVIP Mt. Kisco, WVOX-AM-FM New Rochelle, WGHQ Saugerties and WFYI Mineola), and his controlling interest in the *New York Herald-Tribune*, *Parade* magazine and *Interior Design* magazine. FCC regulations limit ownership to seven tv stations (five of which may be vhf), seven am and seven fm stations.

Meet the regular old pro on every big league marketing team.

You can't go after the top third of America's markets without

GOOD OLD 33

THE DAYTON MARKET

So how do you sign him up? Most big marketers agree (in contracts) that WHIO-TV and/or WHIO does the trick every time. See the small print for this month's reasons to go after GOOD OLD 33. And, for a zillion other reasons why you want him now, see National Representative, George P. Hollingbery.

One of America's Great Area Stations

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

You can't skip

GOOD OLD 33

THE DAYTON MARKET

Now—Dayton is the **3rd** *Market in Ohio*

68% *Own Their Own Homes (National Average 55%)*

WHIO-TV CBS Channel 7 *Dayton Ohio*

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

PROBES PROD TV'S PROGRESS

Chicago agency executives see benefits

The presidents of two Chicago-centered and broadcast-bent advertising agencies have added their comments and reactions to government advertising and programming probes (LEAD STORY, Dec. 28, 1959).

Albert G. (Jeff) Wade II, president of Wade Adv. Agency, noted that networks have had control over programming and are "now living in their own sin." He claimed that "almost all the great programs in radio came from agencies, not the networks," adding there is still an abundance of "good programming people" in agency circles.

Mr. Wade foresaw some programming changes and fewer "extravagant" advertising claims in commercial copy as a result of the Washington investigations, but felt tv's effectiveness has not been tarnished. His agency contemplates no changes in copy approach because it has adhered to "strict standards for its clients," including Miles Labs and Alberto-Culver. He observed he naturally would like to see advertising "more closely identified with program content," but felt the magazine concept was brought about by the very nature of selling products, particularly in the packaged goods field where frequency is a major factor. In the end, however, Mr. Wade said, "nothing but good" can result from the probes.

Maurice H. Needham, president of Needham, Louis & Brorby, provided these answers to these questions:

What effect, if any, has current Washington investigation on quiz and commercials had on tv as an advertising medium in the future?

We believe investigations such as are going on are valuable and helpful, and that tv—because of its strong combination of sight and sound—will continue as a potent advertising force.

Do you think the investigations will change tv commercials in any way?

The history of advertising shows that the sins of a few have often helped the development of the product as a whole, and this could also be true with tv commercials.

Have the investigations changed your ideas on the effectiveness of tv?

No. In fact, the vast amount of attention and publicity given the subject—particularly by competing mediums—indicates the strong emotional factor and, consequently, the effectiveness of tv.

Has NL&B changed any operating policies—or is it planning any—in view of the investigations?

No. We have always had and will

MR. WADE

MR. NEEDHAM

continue to have a policy of absolute integrity in all our advertising.

Do you have any opinion on advertiser influence in and control of tv programming?

One of tv's prime advantages is that it offers advertisers an opportunity to associate their products with specific programs that reflect their corporate image and offer unique emotional impact to their selling messages. Since sponsorship of a single television program involves millions of dollars, it seems inconceivable to us that an advertiser would be willing to invest such sums without participating in the planning and development of its sponsored shows toward this end.

We believe that advertisers and their agencies must stay in "show business" for the good of all concerned. As far as Needham, Louis and Brorby is concerned, this doesn't mean that we are going into the program business. It means we are striving to work more closely with networks, program packagers and producers. That, I think, is the best way to develop tv programs.

Any opinion about magazine or spot carrier concept of tv?

We do not believe that magazines and television are the same breed of advertising medium, though both are and will continue to be very important and popular forms of communication. There is a far greater emotional involvement between people and television programs than there is between people and print editorial content. Furthermore, there is a more direct association between broadcast programming and commercials than between print editorial matter and printed advertisements. By its very nature television cannot separate and isolate advertising from editorial content as is done in newspapers and magazines.

Have the investigations or publicity on the overall subject overlooked any areas?

Perhaps not enough emphasis has been placed on what the mass public actually wants or thinks, particularly in the programming area.

Tv test

Encyclopaedia Britannica, which has never quite discovered how best to utilize broadcast media, is going into network tv on an experimental basis. EB has purchased alternate weeks of CBS-TV's *Conquest* over WBBM-TV Chicago. It's the first venture into tv for the book-publishing firm and is a test to develop sales leads. Heretofore, EB has used am and fm radio on a limited test basis, but has never stayed in radio for any length of time.

PM, ASR merger

Philip Morris Inc. is considering a major step in its diversification policy. The cigarette manufacturer announced last week the possibility of a merger in April with ASR Products (formerly American Safety Razor Corp.), a major producer of razors and blades. Subsidiaries of ASR include Supreme Products of Chicago and U.S. Relay of California.

The merger would be on the basis of one share of Philip Morris common stock for each 4⅓ shares of ASR common stock. This ratio places a value on ASR Products common stock of about $22.5 million or $14.25 per share in terms of Philip Morris common stock which closed at $61.75 on the New York Stock Exchange last Monday (Dec. 28). The plan will be submitted to the two boards of directors in late January. Stockholder action is anticipated in April.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Dec. 23-29 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Dec. 23	Wagon Train (7:30 p.m.)	NBC-TV	33.4
Thur., Dec. 24	Untouchables (9:30 p.m.)	ABC-TV	19.8
Fri., Dec. 25	Walt Disney (7:30 p.m.)	ABC-TV	16.3
Sat., Dec. 26	Gunsmoke (10 p.m.)	CBS-TV	26.3
Sun., Dec. 27	Ed Sullivan (8 p.m.)	CBS-TV	27.5
Mon., Dec. 28	Father Knows Best (8:30 p.m.)	CBS-TV	27.1
Tue., Dec. 29	Star Time (9:30 p.m.)	NBC-TV	25.7

Copyright 1960 American Research Bureau

"Things are *really* 'looking up' in WDAY-TV-land! First, our new 1206′ tower—combined with our new 100,000-watt transmitter—has met and exceeded our expectations—*has expanded our area coverage 96% . . . increased our audience 60% . . . and swelled our retail sales volume 100%!*

"Second, every edition of SRDS points out that the Fargo Area is the Number 1 Retail-Sales-per-Household Area in the entire USA. *The national average is $3,944 . . . as compared to Fargo's whopping $5,970!*

"Third, our second-to-none Promotion Department has proved, *again,* that it still has the touch . . . winning two of the top awards in the Lone Ranger 25th Anniversary Contest and the NBC Daytime Contest last year. Our Promotion Manager Roy C. Pedersen keeps up-to-date in the promotion field by being on the Broadcasters' Promotion Association's Board of Directors. And that's the good word up to this moment!"

Yours,

Tom Barnes

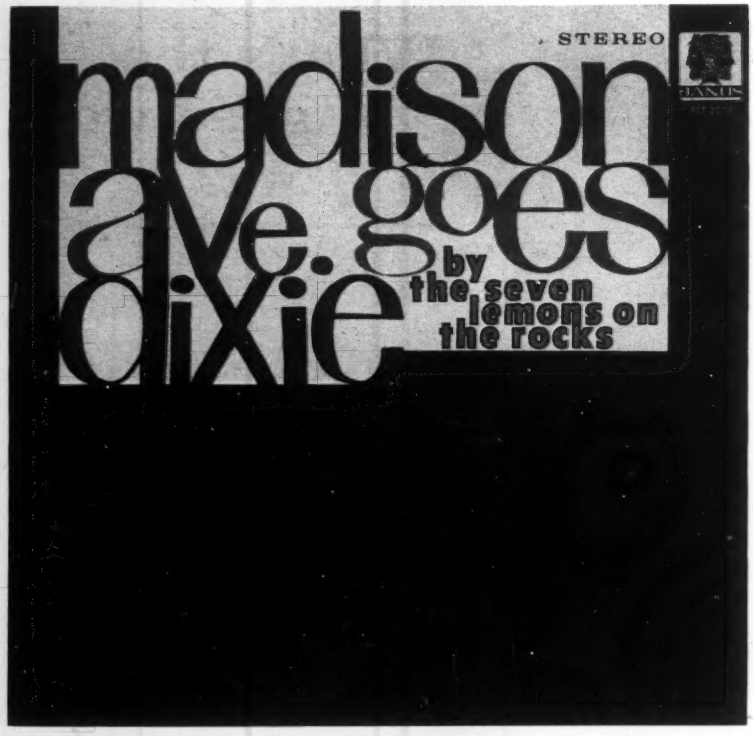
Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



All that jazz • "Pure Dixieland jazz in the old New Orleans tradition" is the way guitarist Harry Landon defines the music played by the 7 Lemons On The Rocks. The group is composed of New York advertising and tv executives. Their first album entitled "Madison Avenue Goes Dixie" will be released soon in this jacket by Janus Records of Newark, N.J. Mr. Landon, whose daytime role is that of vice president in charge of sales at Olmstead Sound Studios Inc., is also business manager and leader of the band. All members of the band have had professional music backgrounds. In addition to once-a-week rehearsal sessions, they find time to play for various conventions, military service club shows and transcribed radio for the Army and Air Force.

Madison Avenue's jazz band was organized about a year ago by Mr. Landon, John De Benham (cornet), film producer at Doherty, Clifford, Steers & Shenfield Inc., and Rollin C. Smith (piano), recording director at Ted Bates & Co. Other members are: Bill Demrest of N.W. Ayer & Son on clarinet; Paul Momorsky of Plandome Productions on trombone; Joe Spery of Doyle Dane Bernbach Inc. on drums and Jim Gribbons, free-lance commercial artist, on bass. Former members, who participated in the first album venture, were: Robert Sparkman (clarinet) of Sparkman & Stephens Inc.; Wynn Walsh (trombone) of Fletcher, Richards, Calkins & Holden Inc.; Robert Swanson (bass) of Robert Swanson Productions, and Richard R. Strome (drums) of Ted Bates Co.

Lumber ads discussed

What is the place of radio and tv in the grand merchandising-promotion design of the retail lumber dealer?

There are these suggestions made by a group of building supply experts: advertise on radio when shifts change in manufacturing plants, the workers are driving home and thus will hear the ads; "shoot fire power' at women when they're home," and "actually build projects on the show."

The recommendations were among 101 gathered by BBDO at a "creative panel" (or brainstorming session as developed sometime ago [1939] by the agency). The panel covered five areas including advertising, service, procedure, promotion and display.

Food ads lead radio

Food advertisers led the list of spot radio users during the third quarter of 1959, according to Radio Advertising Bureau.

Food companies accounted for 16.2% of all spot radio time bought during the period, followed by gasoline advertisers, 13.2%; ale, beer and wine, 10.5%; tobacco products, 8.6%; toiletries, 8.0%; drugs, 4.6%; transportation and travel, 4.2%; religious, 3.6%, and agriculture, 3.0%.

• Business briefly

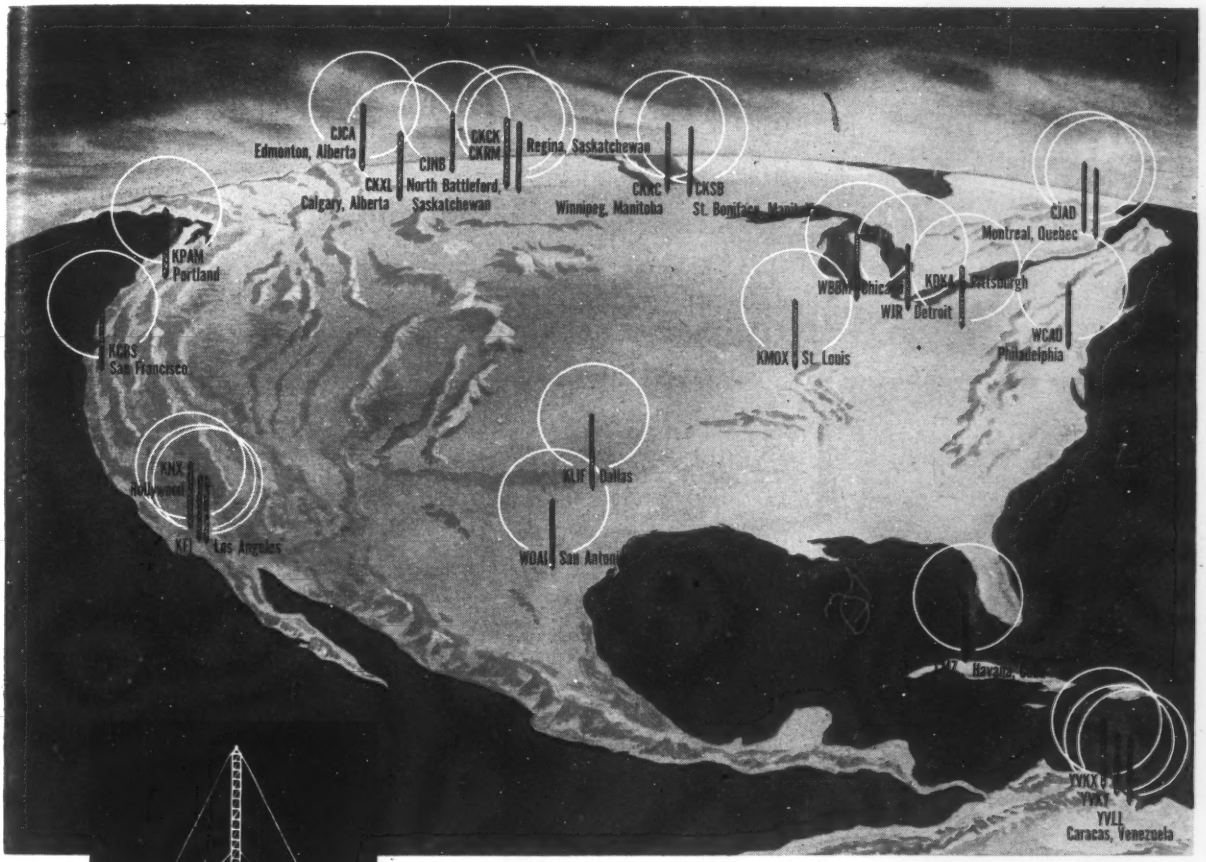
King-sized return • U.S. Tobacco Co., N.Y., out of network tv since June 1954 when its Martin Kane series went off NBC-TV, returned yesterday (Jan. 3) to NBC-TV on behalf of its King Sano cigarettes as alternate-week sponsor of *Meet The Press* (Sun. 6-6:30 p.m.). Agency: C. J. LaRoche & Co., N.Y.

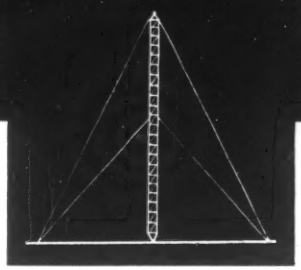
MBS news show • Acousticon International Div. of Dictograph Products Inc., Jamaica, N.Y. (Acousticon hearing aids), starting Jan. 25 will sponsor nightly Mutual news program called *The Sound and Sense of the News* as part of company's largest consumer advertising campaign in its 58-year history. Monday-through-Friday program (9:30-9:35 p.m.), which will be carried on 275 MBS stations, will be narrated by newscaster George Hamilton Combs. Mr. Combs, formerly ABC Radio commentator, more recently co-founded Radio News Service (Radio Press International) which was sold last month to WMCA New York. Acousticon's 1960 ad effort also includes national magazines and promotional aids to dealers. Agency: The Wexton Co., N.Y.

Moving into radio • Bekins Moving & Storage Co., Seattle, plans a year-long spot radio campaign to be carried in Washington, Oregon and Idaho by 25 stations. Included in the Bekins' schedule are 90-second weather spots in 7:30-8 a.m. time slot, 30-second weather reports and forecasts and a 60-second commerical built around musical and copy themes used in 1959 when Bekins sponsored 5-minute newscasts. Agency is Frederick E. Baker & Assoc., Seattle.

Saturday lunch • Jell-o Div. of General Foods Corp., White Plains, N.Y., renewed sponsorship through June 25, 1960, of *Lunch with Soupy Sales* on ABC-TV (Sat. 12 noon-12:30 p.m. EST). Agency: Young & Rubicam Inc., N.Y.

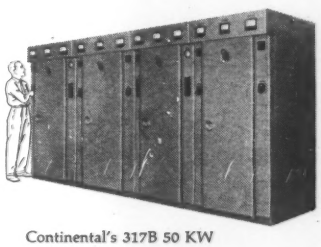
Health food • New product called Honegar, a combination of honey and vinegar, is to be marketed by B.T. Babbitt Inc., N.Y. Watch for radio and tv (spot in both cases) to help initial campaigning this month in six marketing areas (Boston, New York, Chicago,





These NEW AM Radio Transmitters Speak with Continental Authority!

Here are preferential new installations made by discriminating major broadcasters. They indicate the proven quality, reliability and acceptance of Continental Electronics Transmitters.



Continental's 317B 50 KW
AM broadcast transmitter

In addition, four brand-new *250,000 watt* Type 418A Continental shortwave broadcast transmitters are being installed today near Barcelona, Spain.

Continental Electronics MANUFACTURING CO.
4212 S. Buckner Blvd. Dallas 27, Texas

designers and builders of the world's most powerful radio transmitters

Philadelphia, Los Angeles and Miami). By spring, it'll be going national with radio-tv spot again a possibility. Brown & Butcher, N.Y., is agency.

New and renewed • Mutual last week obtained year-long radio advertising campaigns with newcomer Monroe Auto Equipment Co., Monroe, Mich., via Aitkin-Kynatt Co., Philadelphia, and renewal order from Sinclair Refining Co., N.Y., through Geyer, Morey, Madden & Ballard, N.Y. Monroe Auto ("Load-Leveler" shock absorbers) started sponsorship Jan. 1 of morning five-minute news and sports feature by Bill Stern. Sinclair starts its 1960 drive Jan. 4 via several-times-daily adjacencies to MBS' on-the-half-hour newscasts. Both campaigns are on Monday through Friday schedules.

Quaker in Germany • The Quaker Oats Co.'s $100,000 billing in Germany is now being serviced by Foote, Cone & Belding at its newly-established Frankfurt, Germany, office, becoming the agency's first client there. FC&B already has placed an order for Quaker radio advertising to begin shortly after the first of the year in Germany (subsidiary company there is Quaker Nahrmittel Gesellschaft). FC&B in London handles Quaker Oats in England.

TV PREVIEW

All aboard • General Foods' newest Gaines dog food product, Gravy Train, will be pulling up in eastern markets this month on the first lap of its national distribution route. These are random stills from an assortment of 60-second and 20-second commercials being placed by Benton & Bowles on General Foods' networks shows and in night availabilities in 39 eastern markets. Network exposure beings on the *Ann Southern Show* (Mon. 9:30-10 p.m.) and the *Betty Hutton Show* (Thurs., 8-8:30 p.m.), both CBS-TV, in late January.

The sneaker wearers (top left) are heard on one sound track but their faces are never seen. The hat (top right), seen in another commercial belongs to a crowd of youngsters rounded up in home neighborhoods of Benton & Bowles' tv specialists. (Amateur talent, tested and taped in backyard auditions, beat out lines of professional applicants.) In a series of spots that includes dogs, people and the product (bottom left), a bit of animation also tags each commercial as the train chugs across the screen (bottom right).

Tv is getting about 60% of a multi-million dollar budget. The commercials tie in with the print art. Photographer Irving Penn, after shooting close-ups of countless breeds in his own studio for Gravy Train print ads, sat in on the film sessions at Elliot, Unger & Elliot, New York. Finished tv art reflects his style as well as a heightened realism sought by using a hand camera and few optical effects.

Agency credits: John Masson, account executive; Ted Okon, tv producer; Paul Wason, copy group head; Gunnard Faulk, art director, and Bob Brooks, tv art. P.J. Hoffman of General Foods is product manager on Gravy Train. Last week Mr. Hoffman reported results of test marketing in the Midwest were "phenomenal."

Agency appointments

• Doyle Inc. (Strongheart dog food, Kit Kat cat food), Chicago, appoints Lilienfeld & Co., that city, to handle its advertising west of Pittsburgh, replacing D'Arcy Adv. Co. Account has used radio-tv.

• Perfect Circle Corp. (automotive products), Hagerstown, Ind., appoints Compton Adv., Chicago. Account bills nearly $1 million. Advertising formerly was handled by Henri, Hurst & McDonald, Chicago.

• Also in advertising

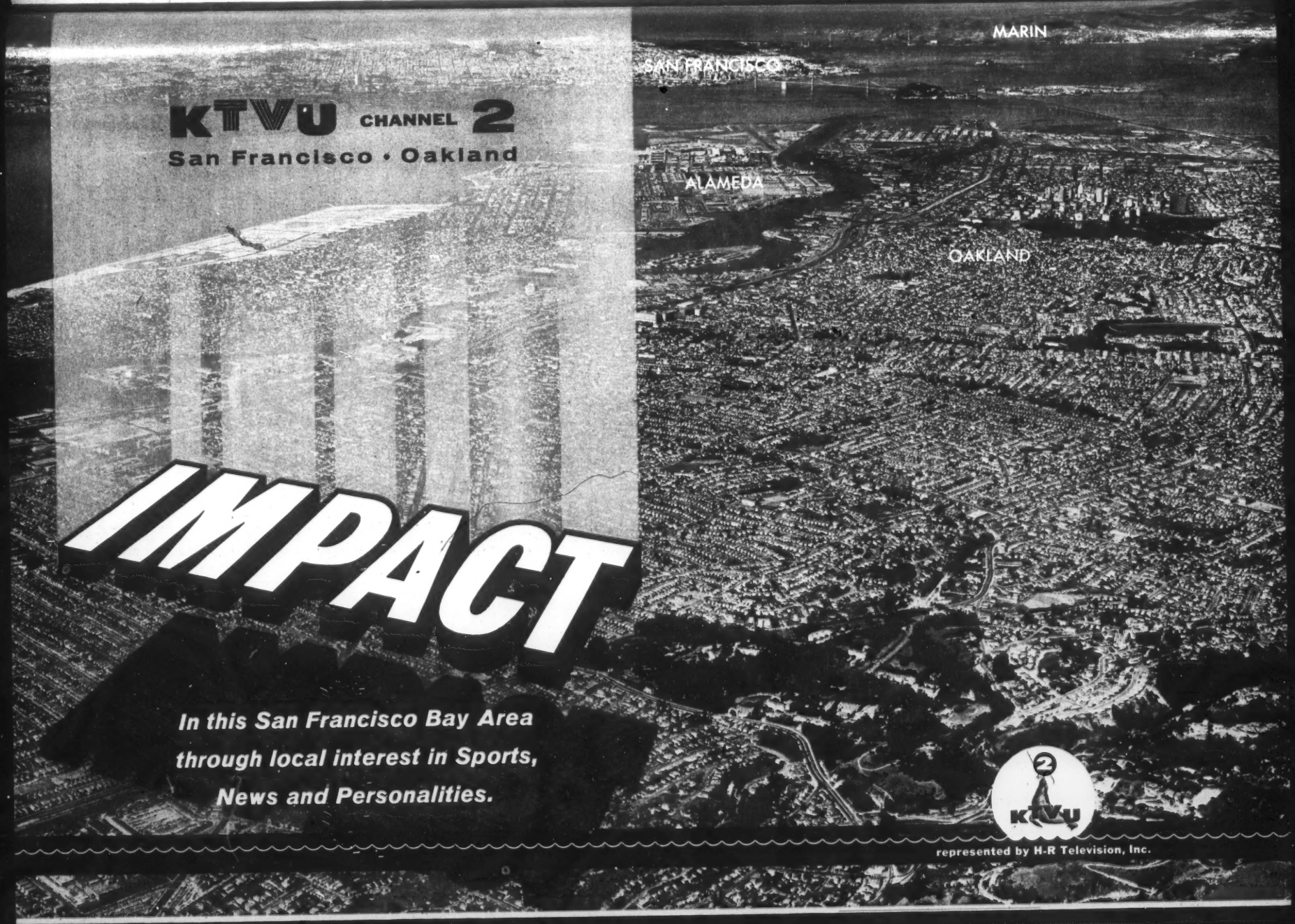
Nominations sought • Western States Advertising Agencies Assn. has launched its search for "Advertising Citizen of 1959" by inviting nominations from anyone in advertising—advertiser, agency or media—of candidates who have made outstanding contributions to the public understanding of advertising and to community and civic affairs. Nominations should be sent in writing to WSAAA, 730 S. Western Ave., L.A., before Jan. 15. The award will be presented at the WSAAA annual dinner dance, Feb. 13, at the Ambassador Hotel in Los Angeles.

Name change • The name of Honig-Cooper, Harrington & Miner, San Francisco and Los Angeles agency, has been changed to Honig-Cooper & Harrington.

Finds a home • Street & Finney Inc., N.Y., has been assigned a new and unnamed product from the Household Products Div. of Colgate-Palmolive. The agency currently handles advertising for Colgate-Palmolive's Florient, Super Suds and Colgate shave cream.

Record ad budget • Buena Vista Film Distribution Co., New York, has reported it will distribute $18.5 million worth of new film products from Walt Disney Productions during 1960-61. To promote the film releases, Roy O. Disney, president of Walt Disney Productions, announced a record $4 million will be spent by the company on advertising, publicity and exploitation. Broadcast advertising is included in the budget but no figures for various media have been revealed.

Soma moves • Soma Adv., Portland, Ore., has moved to 1311 N.W. 21st Ave. The agency has opened a branch office at 737 N. Michigan Ave., Chicago.


KTVU CHANNEL 2
San Francisco • Oakland
IMPACT
In this San Francisco Bay Area
through local interest in Sports,
News and Personalities.
SAN FRANCISCO
MARIN
ALAMEDA
OAKLAND
KTVU
represented by H-R Television, Inc.

CAPITOL HILL OUTLOOK FOR 1960

House, Senate groups to hold spotlight with radio-tv hearings

The broadcasting business—in both its programming and advertising aspects—is scheduled to get early attention from both sides of Capitol Hill as the 86th Congress reconvenes this Wednesday (Jan. 6). Congressional scrutiny of tv and radio will be intensified, of course, by the fact that this is the congressional and presidential election year and the air media are the most potent instruments of election campaigning.

The most immediate—and sensational—Hill action will come from the House Legislative Oversight Subcommittee, which last fall precipitated the broadcast industry into near panic with a dramatic series of hearings which revealed rigging of network tv quiz shows, and in the process reaped a harvest of newspaper headlines across the country. This subcommittee—headed by Rep. Oren Harris (D-Ark.)—now has turned its attention to allegations of various forms of payola and "deceptive broadcasting practices" and is almost certain to hold hearings which will produce testimony not only by radio-tv network and record company executives and performers, but also by station executives, disc jockeys and other employes in larger cities across the country.

The subcommittee staff has circulated a memorandum to members listing information it has received on more than two dozen alleged abuses. A spokesman says the list will be bolstered with whatever other charges are received in current investigations. These allegations will be analyzed and submitted to members by mid-January, along with a report and legislative recommendations based on tv quiz probe and hearings last fall (BROADCASTING, Dec. 21, 1959).

At that time, subcommittee members will decide on a hearing and its scope, Chairman Harris has said.

In the Senate • On the other side of the Hill, Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee has served notice that soon after the second session resumes he will summon representatives of the broadcast industry, the FCC and the Federal Trade Commission to explain what he feels are their past laxitics in allowing abuses to enter radio and tv.

Sen. Magnuson took the three groups to task in a speech in November to Washington-Oregon State Broadcasters Assns. and said if abuses aren't cleaned up, "I will move immediately with legislation" (BROADCASTING, Nov. 23 1959). The Senate group has carried on a continuing probe for several years on several phases of broadcast practices and on tv allocations.

Sen. Magnuson said he will ask the FCC to explain its "puny" efforts at halting misleading advertising and overcommercialization through the agency's license renewal procedures and also will go into FCC authority to impose balanced programming. He criticized the FTC for getting such a late start at cracking down on misleading advertising and asked for a written report on the agency's radio-tv monitoring activities.

The Senate Commerce Committee also plans to hold hearings on the tv rating services and Sen. A. S. Mike Monroney (D-Okla.), most vociferous Senate critic of ratings, probably will conduct this phase. To the Senate probe has been added charges developed by the House Legislative Oversight Subcommittee that the networks' jockeying for better ratings are largely responsible for rigged tv quiz shows and a charge by MBS President Robert F. Hurleigh that broadcast ratings are "fixed."

Action Taken • All the Hill actions have spurred the FCC and FTC into greater efforts to halt the alleged abuses. The FTC has ordered a step-up in its tv monitoring, has issued some complaints making specific charges of misleading advertising and payola practices and already has obtained a consent decree ordering RCA to cease payola practices in connection with broadcasts of its records. The FTC also has conferred with broadcast industry and advertising spokesmen.

The FCC has begun probing into payola via questionnaires and currently is conducting a hearing in efforts to determine if it has authority to and should interfere in programming. The hearings

'Lady Chatterley' on tv?

Imagine *Lady Chatterley's Lover* on tv—four letter words, clinical sex descriptions and all.

Quite a rating it would have, wouldn't it?

Not if the FCC can help it.

Last week the FCC asked the Second Circuit U.S. Court of Appeals in New York to do one thing about the D.H. Lawrence classic:

Please don't give it a blanket endorsement as not obscene. Keep your decision within narrow bounds. Because, if you are too general in your decision you might rule that *Lady Chatterley's Lover* is not obscene in all respects—and thus there would be no reason why it can't be shown on tv.

The D.H. Lawrence book was forbidden the mails early last year by Postmaster General Arthur E. Summerfield. Mr. Summerfield ruled the book was obscene. Sec. 1461 of the U.S. Code prohibits the use of the mails for an obscene book. Grove Press Inc., publisher of the unexpurgated *Lady Chatterley's Lover* (written in the 1920s) took the Postmaster General's decision to court. A U.S. District Court held that it was not obscene. This ruling is being appealed by the Postmaster of New York City.

The FCC's brief, filed with a petition for leave to intervene as *amicus curiae* (CLOSED CIRCUIT, Dec. 21, 1959), requested the courts to limit its decision to the particular artistic medium before it (books).

"The tolerance by the community of sexual frankness on the broadcast media is obviously less than that which is acceptable in books," the FCC said. "Radio and television programs enter the home and are readily available not only to the average normal adult but also to children and to the emotionally immature or disturbed."

The point the FCC made is that if the district court's viewpoint is upheld—that the British novel comes under the protection of the First Amendment—it will play hob with the Commission's responsibilities to enforce Sec. 1464 of the U.S. Code. Sec. 1464 prohibits the broadcasting of obscenities or profanities. The FCC pointed out that the First Amendment protection covers broadcasting as well as newspapers, books and magazines.

The FCC brief was signed by Edgar W. Holtz, as acting general counsel, and Max D. Paglin, as assistant general counsel. It was written by Ruth V. Reel and Edwart W. Hautanen, both attorneys in the general counsel's office.

STRETCH OUT FOR PROSPECTS WITH TELEGRAMS-FOR-PROMOTION SERVICE!

Want to reach everybody, everywhere, all at once? Western Union's Telegrams-For-Promotion Service is the **one** quick, sure, efficient way of doing just that. Your message is delivered to all your prospects **simultaneously** . . . with the importance only a telegram can provide. Read and remembered with real impact! How to do it? Just give us one copy of the message and your list. We do the rest.

Wire us collect for information and action. Address: Western Union, Special Service Division, Dept. **1-B**, New York, N. Y.

WESTERN UNION

SPECIAL SERVICES

Doerfer describes an FCC snowed under by work

For the FCC, 1959 was a "particularly eventful year," and telecommunications developments in 1960 will raise new problems to trouble and already burdened Commission. This is how FCC Chairman John C. Doerfer introduced a special year-end statement released Dec. 31. Below, in text, are excerpts of his report which pertained to broadcast matters:

Programs:

The biggest happening of public concern in the broadcast field during 1959 was the revelations of unsavory television operations involving "quiz" show and "payola" practices, hidden advertising blurbs, offensive commercials and unbalanced programs. They received—and are continuing to receive—concerted attention by Congress, other federal agencies concerned, industry and segments of the public.

Nation-wide expression of indignation is such that broadcasting—and tv in particular—must mend certain of its ways if it is to regain some lost respect and confidence. Whether this can be done by moves to strengthen self-regulation without new and compelling legislation remains to be seen. But whatever the means, many voices are demanding a halt to some broadcast "commercials" which, if not actually illegal, are unethical or in bad taste and are a disservice to the public.

For its part, the FCC is engaged in a public proceeding to reappraise its role in both tv and radio broadcast to determine how best to hold its station licensees responsible for better serving the public without the Commission violating the censorship ban and other legal restrictions which limit the scope of its regulation of broadcasting. This is bringing helpful comment and suggestions by religious, educational, women's, civic, business and other groups and individuals who are concerned by some elements of broadcast fare now invading the home. At the same time, the Commission has asked broadcast stations about hidden payments for air "plugs" and what they are doing to control them.

This program authority review is a major follow-up of its special staff report in 1957 on tv network broadcasting. Since then, the Commission has adopted rules prohibiting tv station licensees from being represented in national "spot sales" by networks, proposed amending its rules with respect to "option time" practices, and is inquiring into network tv program selection practices.

Tv:

Almost half of the uhf permits issued since 1952 have been surrendered and more than half of the uhf stations which were in operation are now off the air. How to resolve the uhf problem is one of the Commission's greatest perplexities. Experience with intermixture of vhf and uhf operation has been disappointing. Possibilities now being evaluated range from reducing present vhf station separations to a general reshuffling of tv channel assignments. A basic consideration is whether additional vhf space can be obtained from the government.

The Commission has proposed legislation which would permit it to license existing tv installation engaged solely in rebroadcast if they meet certain conditions. It also initiated rulemaking looking toward authorizing low-power vhf translator stations under safeguards to prevent interference. These steps are needed to help it deal with the many unlicensed "boosters" now in operation.

It has also requested legislation to give it authority over CATV (community antenna) systems to the extent of requiring them to obtain the consent of the stations whose programs they pick up, also to carry programs of any local tv stations.

Though the Commission in early 1959 announced that it would consider applications by tv stations to test subscription tv under limited conditions, no conforming application has yet been received.

Commercial tv station figures did not change materially during the year. More than 670 hold authorizations and over 500 (of which only 76 are now uhf) are in operation. In addition, some 270 uhf translator stations (an increase of about 70 for the year) are authorized to bring video to remote localities, mostly places not otherwise served.

Educational tv station authorizations remain at slightly more than 60, but the number of operating

also encompass misleading advertising, payola or any other alleged abuses witnesses want to talk about.

The Hill activities and those of the FCC and FTC also have brought various approaches at self-discipline from NAB, the networks, the NAB Tv Code Review Board and others.

Some 250 bills affecting tv and radio were introduced in Congress last year and these will continue under consideration this year, plus many more to be introduced in the second session.

Among subjects likely to be considered, but on which hearings are not definitely set are: FCC reforms, FCC regulation of networks, FCC regulation of community antenna systems and boosters, election reform bills, allocations, spectrum studies, small business problems, improper influences in government, sports antitrust exemptions, changes in FCC administrative procedures, international treaties, educational tv, pay tv, freedom of information, various tax proposals, am daytimer hours and proposals to prohibit liquor advertising on radio and tv.

Government briefs

Gift granted • The gift by Louis and William P. Schweitzer to the Pacifica Foundation of WBAI (FM) New York has been approved by the FCC. Pacifica, a non-profit educational institution, operates KPFA (FM) Berkeley, Calif., and KPFK (FM) Los Angeles, on a listener-subscription basis (BROADCASTING, Sept. 28, 1959). In making the gift, the Schweitzer family said that there was need for such a service in the metropolitan New York area.

Waive rules • The FCC has waived Sec. 3.30 (a) of the rules and granted WSAC Radcliff, Ky., permission to change its station location to Fort Knox, Ky. The Commission stipulated, however, that station identification must be made so as to indicate clearly that the sattion is "in no way sponsored or in any manner connected with the Dept. of the Army" or any other government agency. The station operates on 1470 kc and is a 1 kw daytimer.

Induced hearing • KSAY Oakland, Calif., has been informed by the FCC that its application for renewal of license indicates the necessity of a hearing because of "induced electricity energized loading cranes at the Oakland Army Terminal." At issue is KSAY's antenna array which is near enough to the Army depot so that it interferes with the operation of giant cranes when they are in certain positions (BROADCASTING, Sept. 14, 1959). The Commission denied an Army request that the renewal application be dismissed because it was incomplete and filed late.

CHAIRMAN DOERFER
After eventful year, new burdens

stations has increased from 35 to 45 (including about 12 present uhf stations).

Fm:

Mounting applications and fewer station deletions emphasized a mounting interest in commercial fm. A further indication was the increased number of competitive applications.

A contributing factor is that some 160 fm stations (about 60 more than last year) are able to obtain additional revenue through supplemental background music service to subscribers, and the additional fact that the Commission is considering possible expanded fm multiplexing operations. However, Commission consideration of the future of fm subsidiary operations is complicated by a court decision which held invalid its present rules insofar as they exclude such simplex operation.

Fm commercial authorizations climbed from about 690 to 825, with some 665 stations on the air as compared with 570 a year ago.

Educational fm stations netted a gain of about 10 for the year both in authorized and operating stations, the current figures being around 170 and 160, respectively.

Am:

Am broadcast netted about 100 authorizations and 150 operating stations (mostly daytime only) during the year, bringing the 1959 year-end figures to around 3,500 and 3,450, respectively.

The FCC:

Never before in its quarter century has so much of the Commission's time been diverted from the normal administrative process by happenings which require priority attention. This is manifested particularly in litigation and legislative matters. Court actions have necessitated new and additional time-consuming procedures, and Congressional considerations have resulted in an unprecedented number of comments on proposed legislation, personal appearances before various committees and subcommittees, and special studies and reports to answer specific questions from Congressional sources.

To help it reduce backlogs and catch up with its growing workloads, the Commission has asked Congress to eliminate a 1952 amendment to the Communications Act which the courts have interpreted as requiring the Commission to hold a hearing on practically all protests (even from those not in the communications business) to grants made without hearing; remove another 1952 amendment which requires that a prehearing notice be sent before an application can be designated for hearing; remove certain restrictions in the act which preclude the Commission from consulting its own engineering and legal staffs in adjudicatory matters; permit it to make more use of its review staff; correct certain omissions in the act concerning "ex parte" presentations; eliminate the present requirement of oaths on routine forms; and for authority to impose small fines to combat minor but increasing violations of its rules and regulations.

"Tooth-and-nail" competition, which now permeates other services as well as broadcast, deluges the Commission with filings and counter filings which are inordinately lengthy and often repetitious. The points raised or re-raised in a single petition sometimes run into the hundreds. Each petition not only requires a documented ruling by the Commission but every question raised must be formally dealt with. Such paperwork impedes Commission final determination and delays providing services which directly or indirectly affect the public.

New tv grant • The FCC last week granted Helena Tv Inc., Helena, Mont., a permit to construct a new tv station on ch. 10 there. Helena Tv's principals include Charles P. Crehan (minority owner of KCAP Helena). Bruce Hamilton (with interest in KBTK Missoula, Mont.) and 14 others. Comr. Robert T. Bartley dissented on the issue of the permittee's financial qualifications. Helena Tv operates a community antenna tv system in Helena and formerly was permittee of KABL-TV on ch. 10 there. KABL-TV surrendered its permit in November 1957 without starting construction.

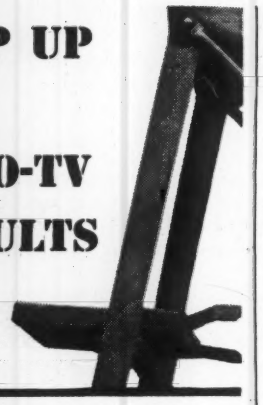
Convention deadline • The Radio-Television Correspondents Galleries in Washington, handling news coverage arrangements for the 1960 nominating conventions of both major parties, last week asked all news directors of radio and tv stations to advise by Jan. 22, what minimum hotel accommodations, work room or studio needs will be required. Space allocations, the announcement said, are being made in early February. Address returns to: Bill Henry, Convention Chairman, House Radio-Tv Gallery, Room G-4, The Capitol, Washington, D. C.

KSWO-TV move affirmed • The FCC last week reaffirmed a grant last summer authorizing KSWO-TV Lawton, Okla., to move its transmitter and increase power (BROADCASTING, Oct. 5, 1959). Commission also dismissed protest by KFDX-TV Wichita Falls, Tex., against proposed move as recommended by hearing examiner (BROADCASTING, Nov. 23, 1959). The KSWO-TV transmitter will be moved from 4 miles east of Lawton and 49 miles northeast of Wichita Falls to a point 32 miles from Lawton and 24 miles from Wichita Falls. Power will be upped from 158 kw to 316 kw.

FCC query • The FCC has raised question of unauthorized transfer of KBLO Hot Springs, Ark., in McFarland letter to that station and to prospective buyer, Modern Broadcasting Corp., Columbus, Ohio. Commission said management contract filed with assignment application raises "serious questions" on unauthorized transfer of control. It also questioned whether misrepresentations had been made and whether pertinent information had been withheld. Sale of KBLO to Columbus businessmen is for $48,000.

Dissent • Chicago Chapter of the American Federation of the Tv & Radio Artists last week said it would file a protest with the FCC on the renewal of NBC-owned WMAQ-AM-FM and WNBQ (TV) Chicago (BROADCASTING, Dec. 28, 1959).

STEP UP
TO
KJEO-TV
RESULTS



KJEO-TV—ABC for Fresno, California's $600,000,000 market—stepped up its metropolitan Nielsen rating a full 10% in its December 1959 survey over the corresponding 1958 period. 32% of the audience 6 to 9 p.m.—33% of the audience 9 p.m. to midnight.

In contrast, one of the other two stations in the market showed a static position with 1958, the other a decline.

Your HR representative will help you get your share of the stepping out and stepping up TV buy for 1960—KJEO-TV, Channel 47, Fresno.

KJE channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

FTC CITES ELEVEN FOR PAYOLA

New complaints claim pay-offs to disc jockeys

The Federal Trade Commission last Wednesday filed payola complaints against eleven more record manufacturers and distributors, charging they paid off unidentified disc jockeys to play their records.

This practice, the FTC said, is an unfair trade practice because the public is given the impression that the records are being played because of their popularity or their merit as judged by the air personality.

Last week's move was the second in the FTC's campaign against payola. Early last month it charged three record companies and six distributors with payola. The first consent order, between RCA and the federal agency, was announced Dec. 15 (BROADCASTING, Dec. 21, 7 1959).

Charged with pay-offs were the following last week:

Record manufacturers — Fury Records Inc., New York; Laurie Records Inc. (Abel Productions Inc.), New York; Class Record Sales, Los Angeles; Roulette Records Inc., New York; Atlantic Recording Corp., New York.

Distributors — Marvel Distributing Co., Lesco Distributors Inc., Main Line Distributors Inc., all Philadelphia, and Duke Records Inc., Houston; Action Records Inc., New York.

The eleventh complaint was filed against Jay-Gee Record Co., New York, and its subsidiary companies acting as distributors, the Cosnat Distributing Corps. of New York, Cleveland and Detroit. Jay-Gee is a record manufacturer.

Payola letter replies

A clean bill of health was claimed by first the stations to reply to the FCC's Dec. 2 payola inquiry (BROADCASTING, Dec. 2). KROY Sacramento, Calif., said it has employed "individual contractor" to help management select records to be played and that no labels would be identified over air. WSNJ Bridgeport, Conn., told the FCC that payola has not been problem at station and no new controls are needed or contemplated. KAUS-KMMT (TV) Austin, Minn., said acceptance of payola or failure to report offering of same by its employes will result in their immediate firing.

The Commission asked all broadcast licensees to state whether (1) any employe has accepted payments for matter broadcast and for which the person so paying was not identified and (2) what steps have been taken to prevent payola in the future. Deadline for answering the second question is today (Monday) while stations have until Feb. 5 to answer the first part.

Comr. Ford talks

FCC Comr. Frederick W. Ford addressed the first annual WICE Broadcast Career Seminar in Providence, R.I., Dec. 29 and told the all-day meeting of teachers and students that "the Commission needs the finest legal and engineering talent it can find."

Speaking of the general broadcast areas in which the Commission is involved, Comr. Ford told the gathering that "in spite of the publicity which is not always good that an agency such as ours receives, our staff is in there pitching with their collective brains, ever striving to help us solve problems which seem at times insoluble and become more complicated as the intricacies of communications . . . multiply."

Urge FCC status quo on color tv standards

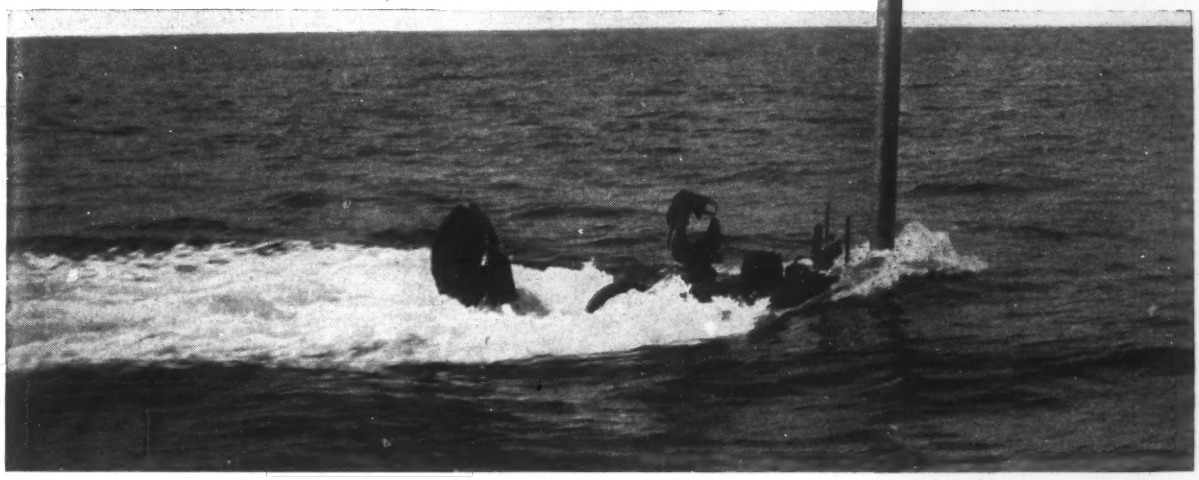
A special Electronics Industry Assn. committee has urged that present FCC standards for color tv be left untouched "at this time."

The special group, a subcommittee of the EIA committee on television systems, was formed early in 1959 to look into the colorimetry theories of Dr. Edwin H. Land, president of the Polaroid Corp. Dr. Land has studied methods of producing color pictures using only one color plus black and white. His work has been cited in technical journals as having potential application for tv.

The EIA committee last week noted that the present FCC standards permit color receivers to continue using three-color systems, two-color systems or the "binary" color systems studied by Dr. Land. A simpler transmitter could be used for systems suggested by Dr. Land, the committee said.

The committee also found that the systems studied by Dr. Land can produce pleasing pictures, but "colorimetrically" not as faithful as pictures produced with a three-color process.

Why do they put periscopes on submarines?



The only logical way you can see where you're going is to look ahead. This wisdom is just as profound for people in the business of broadcast advertising as for skippers of submarines.

Radio and television are entering 1960 after tracking a turbulent course through 1959. What's ahead in 1960? Where will broadcasting run into heavy weather; where will the sailing be smooth?

Will radio and television, in 1960, increase their share of the advertising dollar? What changes are in store in audience patterns and ways of evaluating them, in marketing techniques, in radio and television facilities? How do the experts in broadcast advertising look at the new year; what do they say and why do they say it?

Answering these questions calls for either the gift of prophecy—or the gift of interpretive analysis based upon solid knowledge. In short, it calls for **perspective.**

And that is exactly what a special issue of BROADCASTING Magazine, scheduled for publication next February 15, will be called . . . **"Perspective '60."** Its many pages of special reports will add up to a chartered course for the year ahead.

Among all publications, only BROADCASTING is equipped by skills, by staff and by the experience of years of growing up with radio and television to attempt so comprehensive an analysis. Each of the special Perspective issues that BROADCASTING has published in past years has become a standard source work for the important decision-makers in broadcast advertising. **Perspective '60,** like its predecessors, will be kept, studied and re-read for months after its issue date.

Within the framework of such a basic working tool for advertising men, *your* message takes on special value. Through BROADCASTING—in any issue—you command a guaranteed circulation of 25,000. But in **Perspective '60,** your advertisement will command extra pass-along and re-readership that will make this the best buy of your year.

If you haven't reserved space yet in **Perspective '60,** we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places.

Deadline for advertising: January 18 for proofs; final deadline February 1.

Rates: No inflation here. For so much more, the cost is the same as any of BROADCASTING's 51 other issues of the year.

Reservations: No time like now. Wire or phone us collect to make sure you'll be represented the way you want, with good position.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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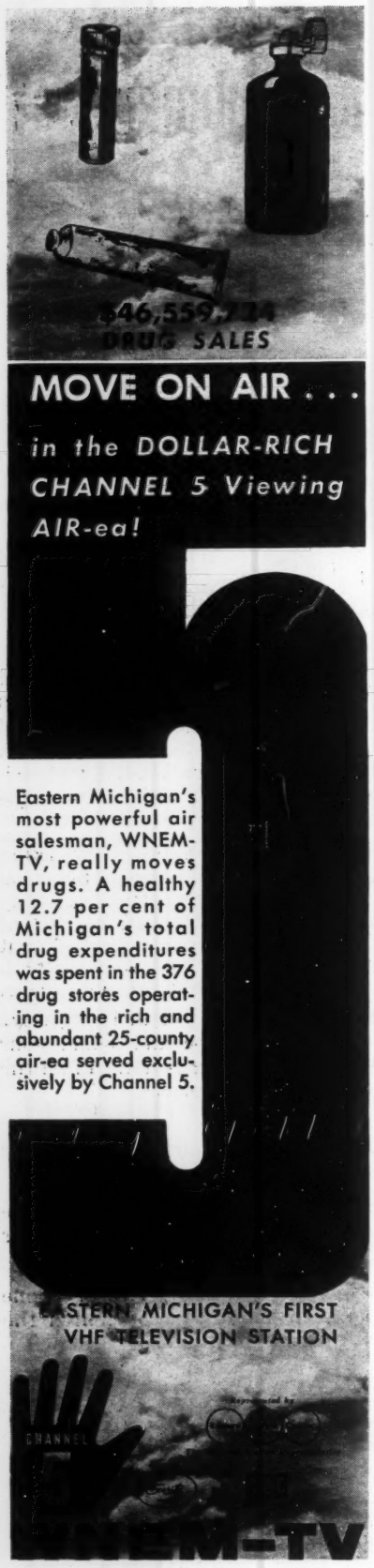

$46,559,774
DRUG SALES
MOVE ON AIR . . .
in the DOLLAR-RICH
CHANNEL 5 Viewing
AIR-ea!
Eastern Michigan's most powerful air salesman, WNEM-TV, really moves drugs. A healthy 12.7 per cent of Michigan's total drug expenditures was spent in the 376 drug stores operating in the rich and abundant 25-county air-ea served exclusively by Channel 5.
EASTERN MICHIGAN'S FIRST
VHF TELEVISION STATION
CHANNEL
WNEM-TV

3 BLESSINGS WITH 2 REBUKES

But FCC okays Metropolitan purchases

Metropolitan Broadcasting Corp. last week received FCC approval for the acquisition of three broadcast properties for a combined price of $6.7 million—and at the same time had its knuckles cracked for what the Commission said were violations of its rules in two instances. The approved buys:

• WIP-AM-FM Philadelphia from Benedict Gimbel and associates for 150,000 Metropolitan shares (valued at $2.7 million) and assumption of $2 million in obligations.

• Positive control (96.64%) of ch. 13 KOVR (TV) Stockton, Calif., from Gannett newspapers for $1,391,000.

• Ch. 19 WTVH (TV) Peoria, Ill., from the *Peoria Star-Journal* for $610,000.

And, on the heels of the triple approval, Metropolitan was reported last week near the closing stage in negotiations to purchase its second uhf station —and its fifth tv—ch. 17 WTVP (TV) Decatur, Ill., for $570,000. Current WTVP owners are George A. Bolas, 30%; Gilbert C. Swanson, 15%; W. Clarke Swanson, 15%, and others. They bought the station in 1958 from William A. Shallabarger and family for $200,000, plus a $20,000 yearly real estate lease for five years and option to purchase for $225,000.

Metropolitan Principals • John W. Kluge is president and 14% owner of Metropolitan's 1.75 million outstanding shares. The Washington brokerage firm of Jones, Kreeger & Co. owns 23.77% of the firm. Bennett Korn is vice president in charge of tv. Metropolitan also owns ch. 5 WNEW-TV and WNEW-AM-FM New York, ch. 5 WTTG (TV) Washington and WHK-AM-FM Cleveland. Mr. Kluge individually last week received FCC approval for the sale of 37% of WLOF-TV Orlando, Fla., to Joseph L. Brechner for $350,000.

Mr. Gimbel, who with associates purchased WIP a year ago for $2.5 million, will become a vice president of Metropolitan with a 10-year contract. He will receive 20,000 shares of firm's stock, making him third largest stockholder. Other WIP owners included John Crisconi, Philadelphia auto dealer who will receive 22,000 Metropolitan shares (second largest number owned), station rep Edward Petry & Co., Bob Hope, John Pew and Ralf Brent. WIP was established in 1922 and operates on 610 kc with 5 kw.

Gannett purchased KOVR from H. L. Hoffman (Hoffman Electronics) and associates in 1958 for $1.5 million. Ch. 13 KOVR went on the air in 1954 and is an ABC affiliate. Gannett remains in broadcasting through ownership of WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, WHDL-AM-FM Olean, all New York, and WDAN-AM-TV Danville, Ill.

WTVH, also an ABC affiliate, went on the air in 1953 on ch. 19.

Approval of the three purchases was by a 3-1 Commission vote, with Comr. Robert T. Bartley dissenting, following his ordinary practice in multiple ownership cases. Approving the transfers were Comrs. John C. Doerfer, Robert E. Lee and John S. Cross.

Commission Frown • An official FCC reprimand was given Metropolitan because of filmed reports of Senate labor hearings and a special program on labor legislation. In a letter to Metropolitan, the Commission noted that WTTG filmed the Senate's Kohler hearings and made such kinescopes available to other stations without informing them that the National Assn. of Manufacturers had borne part of the cost:

"The failure of WTTG to inform each ultimate user of the kinescopes of NAM's part in the matter . . . was a serious omission and was a contributing cause of the failure on the part of such other stations to make the announcements required . . ." by FCC rules identifying sponsors. (Several stations have received reprimands by FCC for not identifying NAM.)

The FCC also told Metropolitan that the program, *Special Report on Labor Corruption*, carried by WNEW-TV and WTTG, violated the Commission's rules relating to editorials.

The Metropolitan reprimand also was favored by a 3-1 Commission majority, with Comr. Doerfer dissenting in this instance because of that part dealing with the special report.

Hearing site protest

KIMN Denver has told the FCC that it does not think the Colorado city would be the proper site for a license revocation hearing against the station. KIMN said that Chief Hearing Examiner James D. Cunningham was "premature" to assume that a large number of witnesses would be called when he scheduled the hearing for Denver, beginning March 1. The station said it will petition the Commission for reconsideration of the revocation proceeding which "might well make the discussion of sites of the hearing moot." FCC ordered the hearing because of alleged off-color material on KIMN (BROADCASTING, Dec. 7).

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!

WITHOUT WDIA . . . YOU'RE MISSING 40% OF THE MEMPHIS MARKET!

And here's why this is a market you just can't afford to miss:

1. Negroes in the Memphis Market have totaled up yearly earnings of $616,294,100!
2. They spend 80% of this big income on consumer goods!
3. And before they *buy*, these Negroes *listen*—to WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

Let us send you proof of performance in your field!

Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S

WOPA

Featuring Chicago's greatest Negro air salesman . . . "Big Bill" Hill

IN OAKLAND, IT'S

KDIA

The only full-time Negro station serving all Negro communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.
WEST COAST REPRESENTATIVE: B-N-B, INC. — TIME SALES

A TV WRITER SIZES UP HIS CRAFT

Rod Serling will tell FCC about frustrations and rewards of tv

What do the creative contributors to television think of programming, quizpayola scandals, advertising influence and other television problems now in the news?

One of tv's most gifted and successful writers will tell the FCC what he thinks when he testifies tomorrow (Jan. 5) in the Commission's general hearing on broadcast regulation. He is Rod Serling, prize-winning television dramatist and producer of a current television hit series, *The Twilight Zone* (CBS-TV, Fridays, 10-10:30 p.m.).

What Mr. Serling will tell the FCC won't be known until tomorrow, but in an interview with BROADCASTING he expressed some sharp opinions. They added up to an incisive criticism of unnecessary sponsor taboos, a qualified endorsement of the magazine concept for tv, a distrust of audience ratings, a concern over television's failure to attract new writers in recent seasons. But Mr. Serling also finds in television rich rewards — both financial and professional. And he believes that whatever its faults, television doesn't deserve the extremes in criticism that have hit it lately.

The Sponsor • Here's what he told BROADCASTING about sponsor interference in programming:

"Television is probably the least free of any of the art forms. This is a fact and no one denies it. The point has been made over and over again that television drama could be more effective, could be more timely, could be more moving, could be more varied, more exciting if the people who created it were allowed to create without anybody mixing in.

"Some of the problems in sponsorial edicts are minor things like certain English language words that hurt a sponsor. They automatically and arbitrarily delete from the English language any word that suggests a competitive product. You can't 'ford' a river if it's sponsored by Chevy; you can't offer somebody a 'match' if it's sponsored by Ronson lighters.

"Now these things in themselves are minor, but the reason I find them serious is that they suggest on a projected level, you know, the kind of dangerous idiocy that might be operative if we allow this kind of over-concern to go on.

"Probably the most offensive deletion in a program was the gas company's deletion of the word 'gas' in the *Playhouse 90* production, 'The Judgment of Nurnberg' Now it's a fact that the gas referred to was cyanide, which has no bearing physically or chemically or in any other way on the gas used in your kitchen, but this word was deleted.

"Well, this is the kind of interference that I find comes without logic. Other areas of interference I can understand, though I can't necessarily sympathize with them. I can understand why Philco, on the old *Philco Theatre*, was very concerned about the presence of a Negro in the cast of 'A Man Is Ten Feet Tall.' Philco felt this would play hob with their public relations in the South, and unfortunately it did. I gather they lost many franchises as a result of that show, despite the fact it was probably one of the most artistically successful things they ever did on the series in five or six years on the air.

"But take another case. I recall a show which ultimately won the Brotherhood Award from the National Conference of Christians and Jews, the show called 'A Town Is Turned to Dust,' in which the ending originally was to have involved a suicide, and the Allstate Insurance people took great umbrage in the fact that we would deign to show a suicide.

"Now if this were a religious issue and I were deliberately stepping on the toes of a bona fide religious organization, trying to dramatize a tenet that perhaps ran in opposition to a really important theological thing, then I would certainly consider deletion or at least a compromise.

"But when an insurance company tells me that, you know, in this audience of 50 million people, if we dramatize a suicide a lot of people are going to say: 'Hey, that's not a bad idea. Here's escape.' Well, you see, I have to reject this. My God, how many movies have used suicide over the years; how often do we read about it in books and magazines and the rest of it, and, you know, there has been no mass movement toward self-inflicted genocide or anything like it. This kind of interference, you know, I'm very concerned about.

"Let a sponsor, if he is as concerned with public relations as he seems to be, let him concern himself with the taste of his commercials, the legitimacy of his claims, the honesty of what he says about his product."

The Magazine Concept • What about the magazine concept of keeping advertisers out of programs and letting them concentrate on preparing commercials?

"Personally," said Mr. Serling, "I'd like to see it, but unfortunately it's the kind of a testing that couldn't be tried on an individual basis. Either all three networks would have to go along with it and use it as a kind of basic assumption, or no one would use it.

"Maybe this magazine concept is just what we need. Unfortunately television borrowed its whole modus operandi from radio, so that we're not dealing with an immediate phenomenon. We're dealing with something that's been in existence for many, many years — that is, a type of operation in which the sponsor *is* king; he *is* connected with the show; he's immediately identified with

This week's lineup at the FCC

Following a two-week holiday hiatus, the FCC resumes its radio-tv inquiry tomorrow (Tuesday), Thursday and Friday. Twelve witnesses are scheduled to be heard this week, with four station executives to appear Friday.

Tomorrow's witnesses include Prof. Eric Goldman, Princeton, tv writer-producer Rod Serling and representatives from the Assn. of National Advertisers. On Wednesday, the Commission will hear Morris S. Novik, radio consultant; spokesmen for the Advertising Federation of America; Herman D. Kenin, president of the American Federation of Musicians; Burton Lane, president of the American Guild of Authors & Composers, and Philip Cortney, Coty Inc. Mr. Cortney has advocated the magazine concept for tv.

Broadcasters scheduled to testify Friday include Marianne B. Campbell, general manager of WJEH Gallipolis, Ohio; Tom Chauncey, president of KOOL-AM-TV Phoenix, Ariz.; Howard B. Hayes, vice president of WPIK Alexandria, Va., and Cecil Woodland, general manager of WEJL Scranton, Pa. NAB representatives are expected to testify the week of Jan. 25.

it. I'm not sure you can change this overnight."

But if advertisers were clearly divorced from the responsibilities for program content, would that not avoid the kind of problem Philco encountered with its southern dealers when it put a Negro actor on a show?

Mr. Serling thought it would. "I can't see a pressure group saying: 'All right, from now on nobody looks at channel 2 in this city because the station did so and so.' But in terms of an individual product, when there are many alternative products that can be purchased, I think that pressure groups can carry weight and a black listing can be very serious."

A Special Case • In an informal way the magazine concept is at work in Mr. Serling's own show, *The Twilight Zone*. The show is sponsored (General Foods through Young & Rubicam, Kimberly-Clark through Foote, Cone & Belding), but neither sponsor nor agency interferes with the show.

"They have left me totally alone," said Mr. Serling. "They have no script approval. All they do is have a say in matters of taste and policy, and even in this they've left me alone. We've operated on the assumption that I know my job and they know theirs, and this to me is the best of all possible worlds.

"Their concern is with the nature of the commercials. They know the nature of the show, the very highly specialized manner in which it is produced, and they try to form commercials that are not jarring to the context of the show. And this to me is a merger of talents which I think could be a very good thing in television. I would gather that my experience here is far more the exception than the rule."

What About Ratings? • Now that Mr. Serling owns a show, does he read ratings reports with interest?

"Well, this is the wholly quantitative approach that television takes, you know, to what are the standards of success. I'm now suddenly becoming aware of this whereas earlier in my career the concerns I had usually took the form of waiting for the *New York Times* review to come out. Now I wait for Monday morning when CBS in New York calls and gives me the rating.

"It's an ambivalent, schizophrenic way to be. I spit on the ratings. I don't believe them. I don't think they're statistically accurate. But, boy, am I on the phone waiting to hear them, because how else do you judge the acceptance of a show?

"I don't understand the approach ratings take. I know that most statisticians will say you can take X number of people as a small sample and project on a larger scale, but I wonder if this can be considered legitimate.

Business conference • Rod Serling works in a cabana adjoining the swimming pool in his own backyard at Pacific Palisades, Calif. At the time this picture was made he was conferring on a script with Inger Stevens, leading lady in a forthcoming play on Mr. Serling's *The Twilight Zone*. The pool and Mr. Serling's house are in background.

Does living in the California sunshine make a writer lazy? "Writing is writing," Mr. Serling says. "It's just as frustrating and demanding and clutching at you in California as it is in New York City. I like to work out here because my kids get fewer colds; it's as simple as that."

"I'm not so pompous as to assume that we must wipe out ratings because I can't give you any alternatives. But I wonder how many good shows die aborning because, you know, 500 people who went to the movies that night didn't happen to tune in the show."

Attracting Writers • How can television attract new writers and keep those who make good?

The bigger problem, Mr. Serling said, is that of finding new talent.

"There hasn't been a really outstanding crop of new writers in the past three or four years. This fact exists not because there aren't the writers there but because television provides no channels through which they can be recognized.

"It's the same business as the Broadway agent who says to the actor: 'You can't act on Broadway unless you've acted on Broadway.' The same thing applies to writers; you can't get an agent to look at a script unless you have had network credits.

"I think it rests with agents first, since this is their job, not only to sell scripts and get their 10% but also to find talent. It stands to reason that I will read a script submitted by an agent with more hope of its being of legitimate quality than I will read, you know, just anybody's.

"But publishing houses, for example, go through college campuses with a fine-tooth comb looking for talent at the end of each school year. I've never heard of a network doing that. I think they should."

Writing For Money • Does the fact that other media like the movies or legitimate stage offer bigger money to writers discourage them from either entering or staying with television?

No, said Mr. Sterling. "They can go to movies and they can go to legitimate plays but the television writer is not underpaid now when you consider that the average half-hour film show brings in around $2,000 to $3,000. This work takes a week or two.

"The television writer of today gets far more than any other writer—outside the famous screen writer who gets maybe a hundred grand a picture. I know I myself could make a great deal more money in motion pictures if I just wanted to stop all television and do two screen plays a year.

"But I'd rather work in television because it's more challenging. I think there's more association made between the writer and his craft. I think there are more horizons to aim at in television than there are in motion pictures. The legitimate play and the novel are another thing.

"I don't think television rates the kind of whipping newspapers have been giving it.

"There's too much validity in television, too much wonderful entertainment, too many hours of awfully good things of lasting interest and importance. There's something like 7,000 hours per week of entertainment. I'd like to see any movie company try to fill those hours with what *Time* would approve."

NBC NEARING CBS IN TV BILLINGS

All three tv networks increase 1959 figures; October is big month

NBC-TV narrowed the gap between it and CBS-TV as the top billing network in October 1959. In that month, NBC-TV started the current tv season by moving up to a new billing level of $22.8 million which is only $727,150 behind rival CBS-TV.

October appeared to be a significant month for conjecture on two counts: (1) It was the start of the new tv season; (2) It was the top billing month in the 10 months covered in 1959 for each of the networks. The figures for October and for the January-October period as compiled by Leading National Advertisers and Broadcast Advertiser Reports were released Thursday (Dec. 31) by Television Bureau of Advertising. These are gross time costs only at the one time rate.

NBC-TV's billing rise was 10.7%. This was 1.2% above the average gain of NBC-TV during the 10 months. CBS-TV scored an increase itself of 7.8%, which for that network was par for the 10 month course.

ABC-TV in October fared well in the billing compilations, continuing its dramatic rise in gross time charges of recent years. Its new top monthly level is $12.5 million, or 25.9% ahead of October 1958. Nearest ABC-TV billing month to October 1959's high was in March of the same year when the network grossed $11.5 million. The rate of gain for ABC-TV for the 10 months is 20.5%.

NETWORK TELEVISION GROSS TIME BILLINGS

Source: LNA-BAR

	October			January-October		
	1958	1959	% Change	1958	1959	% Change
ABC-TV	$ 9,960,524	$12,537,020	+ 25.9	$ 82,212,708	$ 99,103,176	+ 20.5
CBS-TV	21,901,036	23,610,441	+ 7.8	203,092,867	218,961,251	+ 7.8
NBC-TV	20,664,587	22,883,291	+ 10.7	175,337,212	192,071,765	+ 9.5
TOTAL	$52,526,147	$59,030,752	+ 12.4	$460,642,787	$510,136,192	+ 10.7

Month by Month — 1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
September*	8,546,650	21,196,220	18,525,685	48,268,555
October	12,537,020	23,610,441	22,883,291	59,030,752

* Figures revised as of Dec. 24, 1959

LNA-BAR: Gross time costs only

Planning local spectacular • Coordinating plans for the hour-long Christmas show, sponsored by Eastman Kodak, Rochester, and carried by both WROC-TV and WHEC-TV in that city are (l to r) Thomas Robertson, public relations director of Eastman Kodak; Lowell H. MacMillan, vice president and general manager WHEC-TV; William S. Vaughn, vice president and general manager, Eastman Kodak, and Gunnar Wiig, general manager of WROC-TV. The show, which was telecast 7-8 p.m. Christmas eve, featured local talent, including some 40 Eastman Kodak employes singing carols. The stations cooperated in handling the technical end and the sponsor refrained from commercial messages as a community service. The company has about 30,000 employes in the area.

TV 'WATCHBIRD'

New device records reactions of viewers

Newest thing in research—a television receiver that looks at the people watching it and records their reactions.

Unveiled in Washington as the decade ended was the Dyna-Foto-Chron, an automatic camera that is designed to show what viewers do when they watch tv. The Dyna-Foto-Chron is designed to show the number of people viewing; what they respond to, including commercials, and who does the channel changing.

The device, which was invented by Dr. Charles L. Allen of the Oklahoma State U. School of Communications, can be placed openly or concealed in the vicinity of a tv set. Dr. Allen, formerly of the Medill School of Journalism at Northwestern U., has one patent grant and in addition has a number of patents pending.

He described his gadget Dec. 29 at the American Marketing Assn. convention but was sparing of details during the pre-patent period. It consists of a camera that will take up to 4,100 still photos at pre-determined intervals and a sound tape unit. Operation is auto-

WLUC-TV MARQUETTE, MICH.

"Looking for a test market?"

ONE STATION

SERVING 76,060 T.V. HOMES
NO DUPLICATE COVERAGE

IT WOULD TAKE THE SEVEN DAILY NEWSPAPERS AND THE 14 RADIO STATIONS IN OUR COVERAGE AREA TO GIVE YOU THE SAME BUYING AUDIENCE.

For ALL products NEW or ESTABLISHED . . .
WLUC-TV offers you The Ideal Testing Grounds

CHECK OUR
COST PER THOUSAND.....ONE OF THE LOWEST IN COUNTRY
SETS IN USE.....ONE OF THE HIGHEST IN COUNTRY

POPULATION	**341,200**
T.V. HOMES	**76,060**
RETAIL SALES	**341,122,000**
FOOD	**100,044,000**
DRUG	**8,414,000**
AUTOMOTIVE	**49,948,000**
GAS & OIL	**33,133,000**

(Sales Management May 11, 1959)

Expanding Industry in Upper Michigan

- ★ **NEW JET AIR BASE** (10,000 Personnel)
- ★ **NEW PAPER MILLS**
- ★ **NEW IRON ORE DOCKS**
- ★ **NEW WOOD CONVERSION PLANTS**
- ★ **NEW COPPER MINE DEVELOPMENTS**

PLUS . . .

OVER 2,000,000 TOURISTS PER YEAR ENTER WLUC-LAND VIA THE MACKINAC BRIDGE.

WLUC-TV CBS

JOHN N. BORGEN, Gen. Mgr.
P.O. BOX 546 MARQUETTE, MICHIGAN
PHONE CAnal 6-3526

GEO. P. HOLLINGBERY, Rep.
NEW YORK, DETROIT, CHICAGO
WM. HURLEY — MINNEAPOLIS

ASSOCIATED WITH WISC-TV, MADISON, WEAU-TV, EAU CLAIRE, AND WLUK-TV, GREEN BAY - MARINETTE

matic. Photos are on film (8, 16 or 35 mm). Clock mechanism permits presetting at any desired regular or irregular intervals at any period of the day or any day of the week regardless of whether the set is operating.

It Listens, Too • Besides photos, the device can record comments of viewers. But Dr. Allen didn't get into the audio recording aspects. Exact time a photo is taken is shown on the film. The size is small—under 8½ inches largest dimension and weighing from two to eight pounds. Three experimental models are in operation.

The mechanism includes five motors, electric and electronic components, a series of mirrors providing images of every person within viewing range and what is on the screen. House current is used and no special lighting is involved.

Dr. Allen said the Dyna-Foto-Chron will meet the need for qualitative audience viewing data. He listed 50 types of tv audience information that can be obtained. They cover tv set use, with precise tuning data and loss of audience during any time segment; share of audience, with station and program viewing; audience characteristics by sex, age and percent of time that tv set is on when there is no audience; behavior of audience; program loyalty; analysis of time periods; how audience reacts to commercials, with any set turn-offs during commercial time; viewing patterns showing impact of program types.

Dr. Thomas E. Coffin, NBC research director and a panelist during the AMA program, said the Allen device "adds a qualitative dimension by showing who is watching and what viewers are doing." He posed this question: "Is there an invasion of privacy?"

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WTVP(TV) Decatur, Ill.: Negotiations underway for sale by George A. Bolas and Gilbert C. and W. Clarke Swanson and associates to Metropolitan Broadcasting Co. for price reported to be in neighborhood of $570,000. See story page 40.

• WQUA Moline, Ill.: Sold by G. LaVerne Flambo to group headed by Len H. and Burrell Small for $410,600. The Smalls and their associates own WKAN Kankakee, WRRR Rockford, both Illinois, and KKIS Pittsburg, Calif. They also own the *Kankakee Daily Journal* and the *Ottawa* (Ill.) *Republican-Times*. Mr. Flambo will remain with WQUA in an executive position and will act in a consulting capacity to the other Small-owned radio properties. The transaction was handled by R.C. Crisler & Co. WQUA is an ABC, 250-w outlet on 1230 kc.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 78).*

• WLS Chicago, Ill.: 100% ownership acquired by American Broadcasting-Paramount Theatres (former 50% owner) through purchase of The Prairie Farmer Publishing Co. for $6 million. Prairie Farmer, which owned 50% of WLS, publishes *Prairie Farmer*, Chicago; *Wallace's Farmer*, Des Moines, and *Wisconsin Agriculturist*, Racine, Wis., all three with estimated total circulation of 900,000. Comr. Bartley dissented. WLS is on 890 kc with 50 kw.

• WLOF-TV Orlando, Fla.: 37% interest in Class B stock sold by John W. Kluge to Joseph L. Brechner for $350,000. Mr. Brechner now owns 63% of Class B stock. WLOF-TV is on ch. 9 with 316 kw. Mr. Brechner is sole owner of WHMS-AM-FM Charleston, W.Va.; and 55% owner of WERC-AM-FM Erie, Pa. (see story, page 40)

Entries are invited for Headliner awards

Eight radio and television trophies will be presented in the 26th annual Headliner Awards contest sponsored by National Headliners Club, according to Mall Dodson, executive secretary of the club. All stations and networks are eligible to submit 1959 entries, which must be received at Convention Hall, Atlantic City, N.J., prior to March 1.

The radio awards will be given for consistently outstanding network news, local news coverage, local radio editorials and public service by a station. The tv awards will be given for consistently outstanding network news and local tv coverage of news; public service by a tv station and outstanding newsreel (theatrical or tv) coverage of a news event.

Winners will be announced April 2, with awards to be made April 23 at Atlantic City. Only one entry may be submitted in each category. Film clips are limited to five minutes. Impact of the broadcast event on the public will be considered by the judges. Radio tape must be 7½-inch speed. Entries will be accepted from tv networks and syndicates in the sports and news feature fields. Theatrical newsreels are eligible in these fields.

THANKS

As a new decade dawns, we at Blackburn & Company pause to thank our many friends for a wonderful 1959, and look forward to making many new friendships during 1960.

NEGOTIATIONS • FINANCING • APPRAISALS

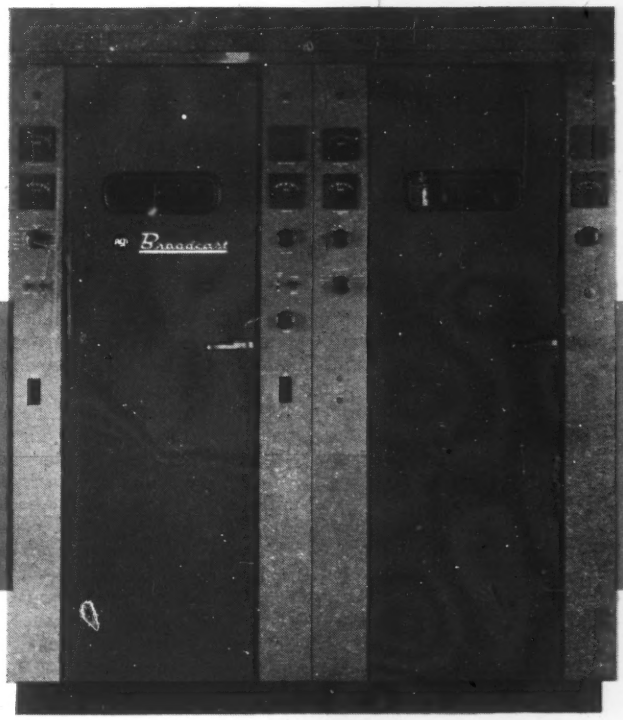
Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D.C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

NEW 5000-WATT AM TRANSMITTER



Type BTA-5R/5R1

INTRODUCES ADVANCED SILICON HIGH VOLTAGE RECTIFIERS

The compact BTA-5R/5R1 is available with a choice of tube rectifiers or new long-life silicon rectifiers. Only two tuning controls make this transmitter ideal for reliable remote control operation. Instantaneous Conelrad frequency switching is also available. Vertical chassis construction provides easy front and rear access to all components.

Silicon rectifiers, tested in a pre-production model of the BTA-5R1, were subjected to aging, estimated to be equivalent to 20 years, while the remaining portions of the transmitter also met severe tests. All of them proved the ability of these transmitters to perform over long periods under adverse conditions. The reliable silicon type of rectifier is ideal in remote control applications. The transmitter will operate within ambient temperatures from —4 to +113 degrees F. and to 7500 feet above sea level.

A unique exciter features plug-in crystal oscillators (this is the exciter proved in the BTA-500R/1R). Three switchable crystal positions are provided for: (1) an operating crystal, (2) a spare on the main channel, and (3) provisions for optional instantaneous Conelrad switching. High-fidelity performance is assured with the new 3X3000 F1 modulator tubes that *do not draw grid current* to modulate the two long-life 5762 PA tubes. Overall AF response is ±1.5 db from 30 to 10,000 cycles.

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OUTSTANDING FEATURES

- Built-in provision for remote control
- Unique exciter with plug-in oscillator
- Instantaneous Conelrad frequency switching (optional)
- Silicon rectifiers (optional)
- Only two tuning controls
- High fidelity performance

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RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

RADIO-TV'S EQUAL TIME PLIGHT

Spokesmen for major parties sympathize with radio-tv, but have no solution

Spokesmen for both major political parties agreed last week that something should be done to protect broadcasters from equal time demands by splinter party candidates—but both stated they did not have a solution to offer.

Samuel Brightman, information director for the Democratic National Committee, and Robert Humphreys, Republican campaign director, espoused freedom for stations and networks as panelists in a discussion on "The Role of Broadcasting in Politics: The 1960 Conventions and Campaigns." The panel was one of several industry subjects discussed during a convention in Washington last week sponsored by the Speech Assn. of America and four associated organizations.

The third panelist, Elmer W. Lower (manager of news and special events for NBC), said that the impact of radio-tv on campaigns is "considerable and that they can be used to great advantage by candidates who will take the trouble to master them."

Protect From Abuse • Mr. Humphreys said that broadcasters should not be "abused" by equal time demands of candidates of the stature of a Lar Daly. Ideally, all should be given time but practically this is impossible, he said. Mr. Humphreys left the National Committee effective Jan. 1, to join the Washington Cultural Center.

Mr. Brightman, substituting on the panel for J. Leonard Reinsch, executive director of the 1960 Democratic Convention and executive director of the Cox stations, said his party would like to see the Communications Act amended so that networks could offer public service time to leading candidates without being subject to the demands of others. Both men agreed, however, that the rights of substantial third parties must be protected and that laws should not be passed which would make their development harder.

Both party leaders agreed at the Monday (Dec. 28) session that advertising agency gimmicks in political telecasts could lose votes during this year's Presidential campaign. Mr. Humphreys said that spontaneous programs go over better than canned ones. Mr. Brightman pointed out that it would be "political suicide" for a party to rely on surveys and polls to decide the content of political programs.

The Democratic spokesman took a dig at CBS-TV for deleting a documentary film from coverage of the 1956 convention. He said party leaders will plan their July sessions in Los Angeles with an eye toward the time differential between the west coast convention site and the East.

News Coverage • Mr. Brightman said that news coverage of campaigns is very important to candidates and often has more impact than their own programming. Both spokesmen said they felt there is no "moral issue" involved in prefilming answers to questions by top party leaders (even the President) and then integrating them with questions asked by members of Congress.

Mr. Humphreys said there is a tendency to overrate the role played by advertising agencies in campaigns. He said the GOP agency, BBDO, makes no contribution to party policy but merely serves as a timebuyer and provides its production facilities and know-how.

Mr. Lower gave the history of media coverage of all political conventions since radio reported the 1924 conventions. He cited results of a 1952 survey which showed that tv helped 61.7% of the voters make up their mind, newspapers 31.4% and radio 19.9%. Commentators exert a "considerable" influence over the views of voters, he said.

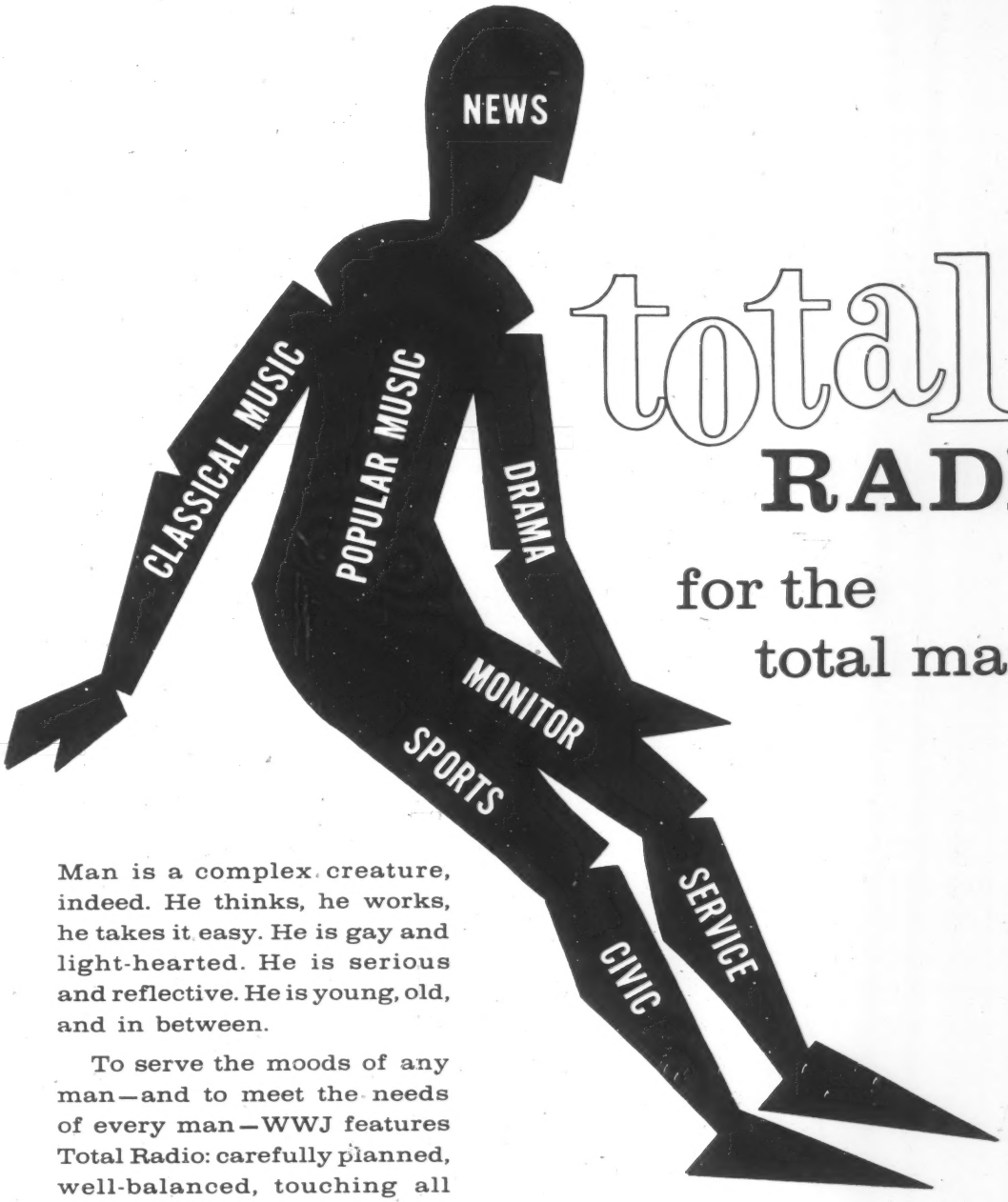
Program Change • "The Future of Mass Media Research" was to have been the topic of a Monday afternoon meeting, but in the absence of scheduled participants William McPhee of Columbia U. and Percy Tannenbaum, U. of Wisconsin, Charles F. Hoban, U. of Pennsylvania's Annenberg School of Communications talked on educational television.

Prof. Hoban said it's obvious that etv is on its way to altering the face of formal education. He wondered why radio and motion pictures hadn't noticeably changed teaching concepts even though films are used in etv. He said that the Ford Foundation's interest has given teaching by tv its biggest boost. Also, before etv, the idea that radio or any other medium must not replace the classroom teacher was tenaciously held, the professor said. His opinion is that the relaxation of this belief is leading to the wide acceptance of tv as a teacher.

Prof. McPhee, who arrived later, took a pessimistic view of present mass media research. He cited numerous examples of experts who have left the field to go into other activities. But, Mr. McPhee said, there will be a comeback of research in this area. When it does return, the professor said, the knowledge about related fields gained in the interim will give a greater sophistication to mass media research.

The audience at a Tuesday morning session on "Religious Telecasting" saw a kinescope of *Introduction to the Old Testament* (a telecourse for college credit produced by WMAL-TV Washington) as a demonstration of what is being done in Washington by religious broadcasters.

Making a point • Robert Humphreys (standing) of the GOP emphasizes a point as he replies to a question at last week's panel in Washington on the role of broadcasting in politics. Awaiting their turn are Samuel Brightman (l) for the Democrats and NBC's Elmer Lower.



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for the total man

Man is a complex creature, indeed. He thinks, he works, he takes it easy. He is gay and light-hearted. He is serious and reflective. He is young, old, and in between.

To serve the moods of any man—and to meet the needs of every man—WWJ features Total Radio: carefully planned, well-balanced, touching all facets of human interest.

In 1960 Detroit, sell your product to every segment of the buying public—to the Total Man—with Total Radio on WWJ.

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Detroit's Basic Radio Station

NBC Affiliate

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SUPER-SENSITIVE NEW
LIGHT REQUIREMENT 90%,

Now you can televise:

Ordinary night scenes in black-and-white

Dimly lit interiors in black-and-white

- **Using General Electric's new GL-7629, you can obtain black-and-white pictures at light levels as low as one foot candle! With color, there is the same ratio of increase in tube sensitivity. Depth of focus is improved.**
- **In black-and-white, you can televise scenes, settings, and events hitherto barred to television because of sub-normal lighting. In color, you can televise practically everything that now appears in monochrome.**
- **Need is eliminated for special air-conditioning of color studios, and for the extra power supply to operate the equipment.**
- **New GL-7629 has substantially longer life than present image orthicons — far less stickiness as life advances — is less subject to burn-in.**
- **Resolution capability is 25% to 50% greater than present tubes.**
- **Interchangeable electrically and mechanically with all standard camera tubes.**
- **Proved in broadcast service! Used for first colorcasts of an indoor sports event—professional basketball—by WLWT, Cincinnati, November 21 and 22, 1959.**

Night sports events in full color

Night public events in full color

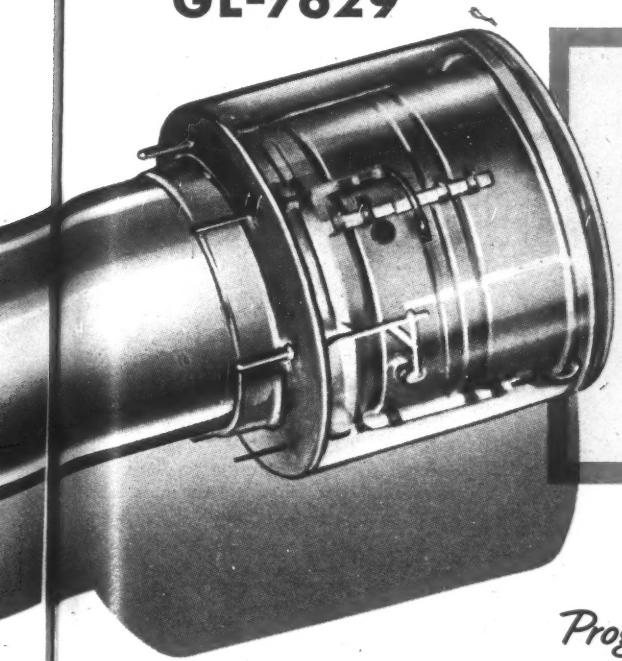
G-E CAMERA TUBE CUTS MONOCHROME AND COLOR!

Acclaimed as the biggest advance in TV since the image orthicon was introduced, General Electric's new high-sensitivity GL-7629 camera tube (1) widens greatly the range of your camera work in black-and-white, (2) opens up brand-new and attractive fields for color television, (3) gives you a long-life tube, and one much less subject to stickiness and burn-in than present types.

This new G-E tube is here...it is in production...it is being used by progressive stations. Commercially, it opens the door for you to new programming of keen interest to sponsors. As an investment, the GL-7629, with its protection against image retention and burn-in, is gilt-edge value. Act now! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Ky.*

Your General Electric tube distributor has all the facts. Phone him! Remember: the new high-performance GL-7629 image orthicon is interchangeable with camera tubes that are now in use!

New
GL-7629



Principal source of the GL-7629's extra-sensitive performance is an almost incredibly thin (.000002") film of magnesium oxide that constitutes the target. Only 1/100 the thickness of standard glass targets, this self-supporting film is high-gain, and has the ability to inhibit sideways leakage, thus preventing loss of resolution. Also, the basis of electronic conduction with General Electric's new GL-7629 target is such as to ward off tendencies toward stickiness and burn-in, thus extending tube life materially.

Progress Is Our Most Important Product

GENERAL ELECTRIC

312-301

NAB radio, tv code memberships growing

Radio stations were joining the NAB Standards of Good Practice subscription list in quantity last week, continuing the fast rise in interest in the voluntary standards. The count stood at 873 as the New Year weekend approached, compared to 819 a week earlier.

A total of 352 stations appeared on the Tv Code subscription list, according to NAB, an increase of five. The association is shooting toward a 400-station tv code list by the time NAB appears before the FCC the week of Jan. 25. Only member stations are eligible to subscribe to the radio standards but both members and non-members come within the tv code. NAB is considering revision of its radio standards to admit non-member stations.

Studio ahoy

A floating broadcasting studio is now the proud possession of WTAN Clearwater, Fla. Conceived by Dennison Parker, station owner, it's used for on-the-spot coverage of water sports, fishing tournaments and boat races, all popular "on the water" fare in the Gulf Coast resort area.

Just about everything needed for the amphibious unit save outboard motors is manufactured in the Clearwater area, Mr. Parker points out.

The floating studio is a 19-ft. Stamas outboard cruiser powered by twin 35 h.p. Gale Sovereign motors, made by Outboard Marine Corp., (Galesburg, Ill.). The cruiser is equipped with self-contained remote broadcast facilities and power source, tape recorders and other necessary equipment for remotes anywhere within a 75-mile radius of WTAN's transmitter. The Stamas boat weighs about 1,350 pounds fully equipped.

A walk-through windshield and sliding forehatch permits access to the deck for broadcast purposes, without the announcer having to crawl around the boat sides, climb over the windshield or crouch on a tossing deck.

Berth for the floating studio is a boat trailer hitched to Mr. Parker's station wagon. A remote crew can speed to the closest land point away from any aqua event, launch the cruiser and be on the scene within minutes.

Mr. Parker reportedly toyed for over a year with the thought of trying to rig a boat for remote broadcasts. He contacted Aerosonic Corp. in Clearwater, and its engineers, under president Herb Frank, redesigned the antenna of a Porta-Marine ship-to-shore radio to get proper frequency. Correct crystals were installed and the conversion to a remote broadcasting unit was complete.

WTAN's Floating Studio

Mr. Parker (l) maneuvers boat as Frank Reid tests equipment

• Media reports

New Nashville fm • Operating on 97.5 mc with 9 kw, WSIX-FM Nashville, Tenn., went on the air Dec. 21 with separate programming from WSIX. The new outlet utilizes programmatic broadcasting services and equipment and has the capability of operating eight full hours by tape cartridges without an attendant on duty. Station's hours are from 8 a.m. to midnight. On Sunday, programming duplicates the hi-fi music carried on WSIX. The fm station has filed an application with the FCC to increase power to 30 kw and change frequency to 97.9 mc.

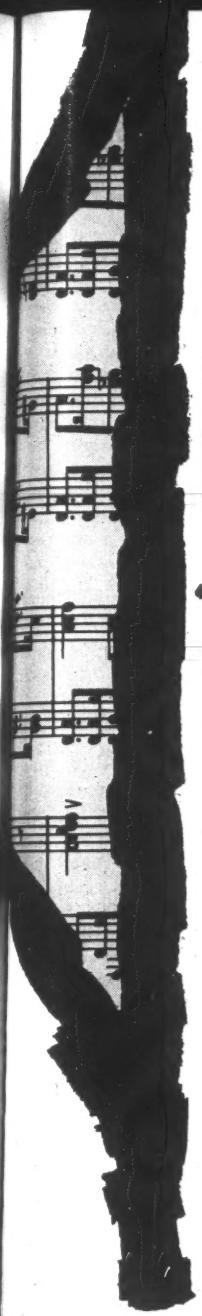
KTKT beeps • The mobile newswagon of KTKT Tucson, Ariz., sent beeper-phone reports to about 12 stations from the scene of an accident involving a Greyhound bus and a loaded cattle truck. The accident killed 9 people and 45 calves. Thirty-two people were injured. Stations that received KTKT's reports included WICC Bridgeport, Conn.; WHK Cleveland; KOL Seattle; KTAN Tucson; KRIZ, KOY and KPHO Phoenix; KRUX Glendale, Ariz.; WMCA New York; WBZ Boston; KDWB St. Paul-Minneapolis; KEWB San Francisco.

Carib tv • The first of three new tv stations to begin operation in the Caribbean under the ownership of Bartell Broadcasting Corp. went on the air in Port-au-Prince Dec. 14 with program testing. TeleHaiti, ch. 5, is set for official opening Jan. 10. NBC-TV International and ABC-TV have affiliated with TeleHaiti and are expected to supply American programming to the outlet. Local management for the Haiti station is headed by Andre Apaid, a native-born resident of the island.

WKRC moves • WKRC-AM-FM-TV Cincinnati moved into a new $2 million building Dec. 17. Address: 1906 Highland Ave.

Ground-breaking in Chicago • WGN-AM-TV Chicago last week broke ground for its new radio-tv plant. The functional two-story structure is being constructed on Chicago's Northwest Side (Addison St. and Campbell Ave.). The building will be ready for occupancy in the fall of 1960.

Four more for ABC • Stations in four states have joined ABC Radio. New affiliates are: WTMT Louisville, Ky.; WMFT Terre Haute, Ind.; KOFE Pullman, Wash.; and WRPB Warner Robins, Ga.



JAZZ UP YOUR STATION WITH THESE SWINGIN' MUSICAL SHORTS!

artie shaw / cab calloway / clyde mc coy / desi arnaz / betty hutton / woody herman / jimmy dorsey / vincent lopez / louis prima / bob eberly / red nichols / helen forrest / illinois jacquet / stan kenton / june christy / bobby hackett / pied pipers

165 Film Shorts Featuring The Greatest Names In The Musical World—All Ready To Give Your Programming A Lilt And A Lift!

We're blowing our own horn about these swingin' musical treats from Warner Bros. A Festival Of Top Pop Tunes, all Standards — ideal for local programming in your market. One reel, all approximately 10 minutes.

Get On The Bandwagon and Watch Those Ratings Roll Up — Write, Wire, Or Phone!

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Chicago, 75 E. Wacker Drive, DEarborn 2-2030
Dallas, 1511 Bryan Street, Riverside 7-8553
Los Angeles, 400 S. Beverly Dr., CRestview 6-5886

HOLLYWOOD SET FOR UNION TALKS

Fees from post-1948 films will come up in contract discussions

Hollywood labor relations were quiet at the year's end but 1960 promises a series of talks, mergers, agreements and perhaps disagreements.

The new decade opens with the tv networks and the Writers Guild of America negotiating for a new agreement covering writers employed on programs filmed by networks. While the last pact expired Dec. 31, 1959, its terms have been extended pending talks.

Expiring March 31 is a network-WGA agreement covering writers working on live programs.

Late in the year (Nov. 15) the contract between the networks and the American Federation of Television and Radio Artists comes to and end, but hopefully by that time the pressing problems of today will have been solved. At the year's end (Dec. 31) the network contracts with the Radio and Television Directors Guild (now part of the new Directors Guild of America) will terminate. CBS in Hollywood now is trying to write a new agreement with the Publicists Assn., Local 818 of International Alliance of Theatrical Stage Employes, for the members of the CBS radio and tv publicity staffs on the Pacific Coast. Negotiations are expected to be lengthy, but not to provoke any major crisis.

The two major engineering unions, National Assn. of Broadcast Employes and Technicians at ABC and NBC and International Brotherhood of Electrical Workers at CBS, have contracts with the networks running through Jan. 31, 1961, for all the radio and tv networks. American Federation of Musicians, whose demands in the past have added wrinkles and grey hairs to many network executives and station managers, has network contracts running through Feb. 29, 1964. The AFM contract with networks, packagers and producers for musical jingles does not expire until Jan. 31, 1963.

Eye on Hollywood • Despite their lack of personal involvement, tv station operators and program executives are keeping an eye on Hollywood, where a labor storm is brewing that could seriously affect the release of theatrical motion pictures to television and the price that tv stations will have to pay for them. Unions representing the actors, directors, writers and other so-called creative talent, as well as the craft unions, have made it plain that their new contracts with the producers of theatrical pictures must contain clauses providing for their members to share in the proceeds of any sale of this product to tv. And the major picture producers have made it just as plain that they have no intention of cutting into their tv take the people who worked on these pictures.

Currently, WGA is on strike against more than 40 independent producers of theatrical pictures and has secured contracts from 11 independents including acceptance of WGA's demand for a percentage of any revenue which they may derive by selling post-'48 theatrical pictures to television. Negotiations have broken down between WGA and the Assn. of Motion Picture Producers, representing the major movie producing companies, and writers are now writing for these companies without a contract and with the WGA board having authorization from the members to call a strike against the major producers at any time it sees fit.

In case of strike • Labor situation is quiet on West Coast as year begins but scenes like this occur when unions and management can't get together. Lockout or walkout—no matter what name is used, there's trouble for all when conference table fails to bring solution.

There is considerable belief in Hollywood that WGA is holding off any strike action against the major film producers until it can align forces with the Screen Actors Guild, whose contract with AMPP expires the end of this month, Jan. 31. SAG like WGA, is insisting that actors employed in post-'48 theatrical movies share in any revenue the producers derive from their sale to tv. Addressing the annual SAG membership meeting last fall, John Dales, national executive secretary, called this the No. 1 objective of SAG's new negotiations, at the head of a list of what he termed "strike items."

Pay tv issues • Mr. Dales put pay tv in second place on the SAG "must" list. No one knows how this kind of television is going to develop, he commented, so it is essential that the new contracts with movie producers give SAG the right to reopen them to deal with pay tv at the proper time.

Pay tv is also covered in the new WGA agreements with the 11 independent picture producing companies who have accepted them and which ended the WGA strike so far as they are concerned. (WGA is still striking against the rest of the 56 independents.) The agreements call for the same payment to be made for the use of theatrical films on pay tv as on free tv—4% of the gross after deduction of distribution fees and after the producers have recouped the production costs of the pictures. For pay tv, the agreements apply to pictures distributed theatrically for at least two years, then exhibited via pay tv.

The WGA agreements stipulated that the formula for payments for the release of theatrical films to tv, free or pay, is to go into effect only if and when an overall industry pattern is achieved. This pattern has been tentatively drafted as setting aside 15%

of the gross receipts from tv for the guilds and unions, Harry Warner, legal counsel for Paramount Television Productions (KTLA [TV] Los Angeles), told the November meeting of the Los Angeles chapter of the Academy of Television Arts and Sciences (BROADCASTING, Nov. 16, 1959.)

Under this plan, writers would receive 2.4% of the gross receipts from the sale of a theatrical film to tv (4% after a deduction of 40% for distribution costs). Directors would get the same as writers, 2.4%. Actors would receive 7.2% and the craft unions, chiefly IATSE locals, would divide 3%. None of these payments to guilds or unions would begin until the producer has made back the production costs of the picture.

Joint Negotiations • Since this is a common problem of all labor organizations representing workers on motion pictures, it can best be solved by joint negotiations of the various unions and guilds, according to Leith Stevens, president of the Composers & Lyricists Guild of America, which last August received NLRB certification as bargaining agent for writers of words and music of songs used in motion pictures.

Mr. Stevens made a two-point proposal in a letter to SAG, WGA, Screen Directors Guild (now part of DGA), Screen Producers Guild, Musicians Guild of America (which wrested control of studio musicians negotiations with major film producers from AFM in 1958), Society of Motion Picture Art Directors and IATSE. First, he called for a single negotiating committee to represent all talent and labor in dealing with the picture producers; second, for an impartial body to work out the problem of distributing talent and labor's share of the proceeds of the sale of theatrical film to tv (BROADCASTING, Dec. 28, 1959). Mr. Stevens called for a meeting of top executives of the organizations to discuss his proposal, asked each for the earliest date possible, but last week there was still no date set.

Informed opinion in Hollywood holds that an actors' strike against the major producers of motion pictures would bring more pressure to bear on the studios than the same action by writers, particularly if the top stars of the movies stand by their union and refuse to work for struck production companies, however, it was noted, the situation is complicated by the fact that today many picture stars are also picture producers, owning all or part of the movies in which they appear and hiring production and distribution facilities from the companies which formerly employed them.

While this transformation of talent into management was largely inspired by the differential between income taxes on salaries and capital gains taxes on the profits from the sale of property such as a motion picture, and in many cases is doubtless only a legal fiction, it nonetheless puts the individuals concerned simultaneously on both sides of the bargaining table. With what effect remains to be seen.

Talks Resume • SAG held a preliminary session wtih AMPP in mid-December, then recessed for the holidays, setting today (Jan. 4) as the time for a meeting that will tackle negotiations in earnest. Subsequently, SAG will also negotiate with the independent motion picture producers and with the producers of filmed programs for television, represented by the Alliance of Television Film Producers, whose current agreement with SAG expires March 31. The SAG tv commercial agreement with advertising agencies and the companies which produce filmed commercials runs to June 1 of this year. WGA is also currently negotiating with ATFP for a new contract for writers of tv filmed programs to succeed the one ending Jan. 15.

Although the network contracts with the engineering unions have more than a year to run, broadcast labor experts say it is none too early to begin

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Waldorf-Astoria Hotel
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MARCH 21, 22, 23, 24

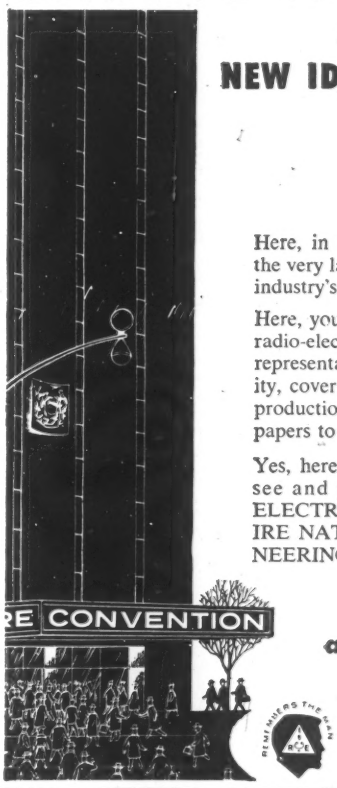
The Institute of Radio Engineers
1 East 79th St., New York 21, N. Y.

UPPER STRATA STRATEGY!

Friend of ours who always attends the sessions in the lecture halls, *starts* on the Fourth Floor with Production Items . . . and works his way down to Components on the First Floor. Says his feet tell him it's easier to come down than to go up! And he never misses a trick this way. Sounds like good engineering logic. Why don't you join him this year . . . and see if it doesn't work for you!

Will Copp

Show Manager



considering some of the issues that IBEW and NABET may raise at that time. Automation has entered both radio and television and its effects on the employment of technicians present problems to both labor and management which at best will not be easy to answer. Automation's effects on programming, notably through audio and video tape recordings, are also certain to enter into the end-of-the-year AFTRA negotiations.

Another aspect of the labor situation of interest to broadcasters is that of mergers. In recent weeks Screen Directors Guild of America and Radio & Television Directors Guild have merged into Directors Guild of America. Feasibility of a merger between SAG and AFTRA, long avidly advocated by some, and bitterly opposed by others, is being studied by a group of university professors under the supervision of David L. Cole attorney who has specialized in labor relations. Mr. Cole was chosen for the job by a joint AFTRA-SAG committee. His report is expected early this year.

SOME IN, SOME OUT
Networks reshuffle, kill some tv shows

A handful of nighttime shows are following the old year out as network programmers make adjustments in the 1960 portion of a still young broadcast season. Abbreviated contracts and weak ratings have slated a few others for a short life in the sixties.

Most dramatic of the changes are occuring on CBS-TV, where Revlon's dissatisfaction with its 90-minute *Big Party* format (BROADCASTING, Dec. 21, 1959) precipitated a move of the alternate-week partner, *Playhouse 90* to a floating "special" status and the insertion of a revamped 60-minute *Revlon Show* on a weekly basis at 10 p.m. Revlon and its agency, Warwick & Legler, now will try a variety presentation with such solos as Maurice Chevalier and Harry Belafonte.

To fill the 9:30-10 slot, the network is moving *Markham* (sponsored by Schlitz Brewing through J. Walter Thompson; National Carbon through William Esty and Liggett & Myers through McCann-Erickson) from Saturday, 10:30 p.m., that time reverting to station programming. *Playhouse 90* probably will continue with present backers when it goes special after Jan. 21 for eight more shows. They are American Gas (through Lennen & Newell), Allstate Insurance (Leo Burnett) and R.J. Reynolds Tobacco (Esty).

In other major changes for CBS-TV, *The Kate Smith Show* replaces *Masquerade Party* on Mondays, 7:30-8 p.m., and *Be Our Guest* is in for *The Lineup* Wednesdays, 7:30-8:30 p.m. *The Kate Smith Show,* starting Jan. 25, marks the singer's first regular tv show since 1954. She will be sponsored by the Whitehall and Boyle-Midway Divs. of American Home Products Corp. through Ted Bates, which backed both *Masquerade Party* and the show it replaced, *Name That Tune,* a victim of the quiz purge. *Be Our Guest* is being offered for segmented sponsorship.

The Others • ABC-TV's sole substitution so far is *21 Beacon St.,* which on Dec. 27 replaced *Dick Clark's World of Talent* Sundays, 10:30-11 p.m. It's sponsored by P. Lorillard (through Lennen & Newell). General Electric, sponsor of ABC-TV's *Man With A Camera* Mondays, 10:30-11 p.m., will conclude its 20-week run on that show in mid-March, its agency, Grey Advertising says. The network has not announced plans for that time slot.

NBC-TV's new public affairs program, *World Wide '60,* replaces *Five Fingers* Jan. 23 on Saturdays, 9:30-10:30 p.m. It will not be sponsored at the start, but is available. *Wichita Town* will vacate the NBC-TV Wednesday night 10:30-11 half-hour after March with expiration of the Procter & Gamble contract placed by Benton & Bowles. The network will re-program the time, but hasn't said with what.

Corn Products' agency Lennen & Newell has advised NBC-TV that its client is debarking from *Riverboat* the end of this month, putting a question mark over 7:30-8 p.m. period on Sundays. The network would like to switch *Love and Marriage* from its Monday 8-8:30 p.m. slot, but sponsor Noxzema and agency Sullivan, Stauffer, Colwell & Bayles would rather not. Another on the NBC-TV uncertain list is *Fibber McGee & Molly,* Saturday, 8:30-9 p.m. sponsored by Singer Sewing Machine through Young & Rubicam and Standard Brands through J. Walter Thompson. This may be a rating casualty, it was reported.

Networks split honors in 'Look' tv awards

All three networks shared in the laurels bestowed by *Look Magazine's* 10th Annual Television Awards competition. Announced Dec. 21, the score by network: CBS-TV, 9; NBC-TV, 4, and ABC, 1. Prize-winning programs for the period starting Nov. 1, 1958 through Oct. 30, 1959, were:

Best variety series—"The Garry Moore Show" (CBS-TV).
Best quiz or panel series—"I've Got A Secret" (CBS-TV), making Garry Moore the only double winner.
Best comedian—Red Skelton (CBS-TV).
Best action series—"77 Sunset Strip" (ABC-TV).
Best educational series—"The Twentieth Century" (CBS-TV).
Best public affairs show—"Huntley-Brinkley Report" (NBC-TV).
Best musical series—"Bell Telephone Hour" (NBC-TV).
Best dramatic series—"Playhouse 90" (CBS-TV).
Best sports series—World Series (NBC-TV).
Best situation comedy series—"Father Knows Best" (CBS-TV).
Best musical show of the year—repeat telecast of "Look's" 1958 winner, "An Evening With Fred Astaire" (NBC-TV).
Best dramatic show—"Desilu Playhouse" production of "The Untouchables" (CBS-TV).
Best playwright—Rod Serling, for "The Velvet Alley" on "Playhouse 90" (CBS-TV).
Best special program of the year—CBS-TV's coverage of Soviet Premier Nikita Khrushchev's visit to the U.S.

Herts-Lion financing series by stock sale

Herts-Lion International Corp., tv program producer capitalized at $1 million, offered 300,000 shares of capital stock to the public last week through Samuel B. Franklin & Co., Los Angeles brokerage firm. Stock, with par value of $1 per share, was offered at the same price. Proceeds from the issue will go to finance a new tv series, *The Victim* based on files of the Los Angeles County Coroner's office.

Herts-Lion International officials are: Kenyon Brown, board chairman; Ken-

1959 MORE
local and regional advertisers are now using WSPA-TV
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L-R SALES MANAGER
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Six Quick Aids to Easy TV Tape Recording . . . You can learn to operate an Ampex Videotape* Television Recorder in less time than it takes to smoke a cigarette. These six features, for instance, make recording simple, fast . . .

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- **FULL WIDTH ERASE**—*Automatically erases tape.*

Of course, to be an "expert" — to learn maintenance as well as operation — takes one week. Ampex trains your maintenance supervisor (over 436 so far!) at the factory. And he is then qualified to train as many others as you like.

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.

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neth Herts, president; Leo Guild, executive vice president; Zsa Zsa Gabor, vice president, Robert Warren, vice president. Mr. Brown, (head of Nafi's broadcast division and himself owner of a number of radio stations), Mr. Herts and Mr. Guild have been associated for the past several years in Herts-Lion Productions, which last year completed a tv series, *What are the Odds?*, based on stories written by Mr. Guild and produced by Mr. Herts. Herts-Lion Productions is currently producing a series of 39 half-hour films, *13 Demon Street*, in Europe in association with Bing Crosby/Kenyon Brown Productions and Svensk Industry.

• Program shorts

Flying adventure • A new half-hour series, *Rogue for Hire*, is to be produced for CBS Films by California Studios Inc. The agreement calls for 39 episodes and was announced last week by Robert F. Lewine, vice president, programs, at CBS Films. Producer is Philip N. Krasne, president of California. Filming is to start the middle of this month. Star of the series is Jerome Thor who was featured in *Foreign Intrigue*. Story: Adventures of an ex-Navy pilot. Technical adviser will be Paul Mantz, an expert stunt flyer. Roger Kay will direct the first two episodes.

Script contest • The speech department of the U. of Maryland has announced its 1960 Victor Frenkil Tv Script Award contest for any student currently enrolled in a college or university offering radio or tv courses. The prize is $500 and the deadline is April 15, 1960. Entries must be original, one-hour dramatic scripts, not previously produced and the U. of Maryland reserves first production rights, with subsequent rights the property of the author. For further information write George F. Batka, director of Radio-tv Div., Dept. of Speech, College Park, Md.

Pittsburgh rerun • A Christmas special, produced and presented by a Pittsburgh etv station, was purchased and re-run by a commercial station in that city. *Josie's Holiday*, a children's program starring local talent, was first presented Dec. 23 by WQED (TV) Pittsburgh. It received warm reviews, including a column in the *Pittsburgh Post Gazette* in which critic Win Fanning praised the show and urged that it be repeated. WIIC (TV), the NBC affiliate there, promptly purchased the show and presented it on Christmas Day. Alcoa sponsored the repeat. The unusual arrangment was transacted with cooperation from AFM, AFTRA and KDKA-TV, that city, where some of the talent is under contract.

Ready to fly • Screen Gems Inc., New York, reports production will start shortly on its new detective series entitled *The Raven*. The series was created by Jonas Seinfield and Donald L. Gold, who were also creators of *Two Faces West* which Screen Gems will put into syndication early this year. Supervising *The Raven* will be William Sackheim, executive producer.

Historic reminders • Official Films Inc., New York, started release on Jan. 1 of new five-minute across-the-board newsreel show entitled *Almanac Newsreel*, produced by Richard B. Morros in association with the Metronome News Library. The series consists of 365 documentaries, depicting an historical event for each day in the year. Recent station purchasers include: WHDH-TV Boston, WJW-TV Cleveland, WTAE (TV) Pittsburgh, WTOP-TV Washington, WCCO-TV Minneapolis, WMAR-TV Baltimore, WBEN-TV Buffalo, KXTV (TV) Sacramento, WJXT (TV) Jacksonville, Fla., WDAU-TV Scranton, Pa., WHYN Springfield, Mass., KRCA-TV Los Angeles, KRON-TV San Francisco, KBAK-TV Bakersfield, Calif., and WFMJ-TV Youngstown, Ohio.

Gotham's glamor • CBS-TV has scheduled for spring a series of six special hour-long Dramatic shows entitled *Manhattan* to be telecast in the 9-10 p.m. Friday slot being vacated on alternate weeks by Westinghouse Electric Corp.'s reduction of its *Desilu Playhouse* series. *Manhattan* was created by and will be produced and directed by Albert McCleery. The series will be seen Feb. 26, March 11, April 8, 22, May 6 and June 3.

OCCASION

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 4-8, 11-13 (6:30-7 a.m.) Continental Classroom.

Jan. 4-8, 11-13 (11-11:30 a.m.) Price Is Right, participating sponsorship.

Jan. 4-8, 11-13 (12:30-1 p.m.) It Could Be You, participating sponsorship.

Jan. 4, 11 (10-11 p.m.) Steve Allen Plymouth Show, Plymouth through N.W. Ayer.

Jan. 5, 12 (9-9:30 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

Jan. 5 (9:30-10:30 p.m.) Ford Startime, Ford through J.W. Thompson.

Jan. 6, 13 (8:30-9 p.m.) Price Is Right, Lever through Ogilvy, Benson & Mather and Speidel through J.W. Thompson.

Jan. 6 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J.W. Thompson.

Jan. 7 (9:30-10 p.m.) Ford Show, Ford through J.W. Thompson.

Jan. 8 (8-9:30 p.m.) Art Carney Show, United Motor Service and Delco Remy Batteries Div. of General Motors (both Campbell-Ewald) and AC Sparkplug Div. of GM (D. P. Brother).

Jan. 9 (10-10:30 a.m.) Howdy Doody Show, Continental Baking through Ted Bates.

Jan. 9 (10:30-11 a.m.) Ruff and Reddy Show, Borden Co. (Benton & Bowles).

Jan. 9 (3 p.m.-conclusion) Senior Bowl Football Game, Phillies Cigars (Werman & Schorr).

Jan. 9 (7:30-8:30 p.m.) Bonanza, Liggett & Myer through Dancer-Fitzgerald-Sample.

Jan. 10 (9-10 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.

Jan. 12 (9:30-10:30 p.m.) Lincoln Mercury Startime, Ford through J.W. Thompson.

News group formed

The formation of Public Affairs Inc. to produce and distribute news and public affairs radio programs was announced last week by Guthrie E. Janssen, president.

The company's first offering will be *Dateline: Wall Street*, a 15-minute weekend survey of business and finance. Mr. Janssen said that additional programs planned by the company include a daily phone-in service of 50 seconds of financial-business news; voiced news reports from the U.S. and abroad and public affairs programs. Headquarters for the new firm has been established at 150 Broadway, New York 38, N.Y. Telephone is Barclay 7-6563.

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EQUIPMENT & ENGINEERING

RCA SALES HIT ALL-TIME HIGH

$1.375 billion reported for last year; first profits from color tv also claimed

RCA's sales for 1959 rose 17% over 1958 to an all-time high of about $1.375 billion and profits after taxes increased by 29% to about $40 million, RCA Board Chairman David Sarnoff reported last week in a yearend statement. Earnings in 1959 were equal to $2.65 per share of common stock as compared with $2.01 in 1958.

Gen. Sarnoff attributed the improvement in earnings to "increases in virtually all of the company's major operating units and the cumulative effects of a corporate-wide cost-reducing program." He noted that during 1959, for the first time, RCA crossed the "break-even" line and began to earn a profit on the sale of color tv sets.

He said that sales of color tv sets have been running "at a rate of 30% ahead" of last year. Gen. Sarnoff added that as sales of color sets increase, it is expected that "substantial advertising support will be available for additional color programs and color commercials.

"Sales of black-and-white receivers increased over 1958, with portable models setting the pace," Gen Sarnoff reported. "Our new thin Sportable and Toteable sets more than doubled RCA's sales of portables. Of all the tv sets sold by the industry this year, nearly 40% were portables."

RCA sold more radios in 1959 than in any other year of its history, he stated. Transistor models led the way, and in late 1959, the company introduced two, nine-ounce, shirt-pocket portables that "promised to widen the market still further in 1960," he added.

He placed gross time sales at NBC -TV in 1959 at more than 10% higher than in the previous year, and said the NBC-owned radio and television stations reached "record levels of revenue and profit." He offered no specific information on the fiscal condition of NBC Radio, but said the radio network carried 47% of all reported network sponsored time.

Gen. Sarnoff predicted that the electronics industry as a whole would expand its business from its present $14 billion to $16 billion in 1960, and to $25 billion in 1965. He forecast 10 major developments "likely to affect all of us before the end of the next 10 years," and listed them as follows: super computers to take over more and more office and factory chores; global television in full color; electronic systems without moving parts to heat and cool the home; new homes and apartments equipped with electronic sound-and-sight systems; electronic safety devices for highways and autos to reduce danger of driving; accurate long-range weather forecasts through use of satellite observers; electronic aids to medicine; classes of 100,000 or more under one gifted instructor under educational tv and other electronic tools; the enhancement of our national security by advances in electronics and atomics; improved basic circuitry for advance systems for defense and space exploration.

GE RECORDER

Industry awaits data on thermoplastic vtr

Industry reaction last week to General Electric's announcement of a "thermoplastic recorder" was one of caution. Enthusiasm limped principally because of a paucity of information following the initial news that GE's research lab in Schenectady has developed a new electronic process for recording images. Application presumably would be in recording, storing and reproducing images and technical data.

A meaningful appraisal could come next week, however, when GE on Jan. 12 is expected to make details public at a news conference in New York.

Engineers admit the recording process has potential as a tv technique that conceivably could facilitate important improvements and changes. But from information available, the thought is that a tv debut is some years off with its first application being more likely in telemetry and computer equipment.

What made tv people pause was a lengthy delay in disclosure from the time of the material's assembly to publication in the December issue of *The Journal of Applied Physics* published by the American Institute of Physics. Since the paper by W. E. Glenn, a GE scientist, was received by the journal on Jan. 5, 1959, the time lag could have been as long as a year and a half.

Wall St. Reacts • There was no slow movement in the stock market, however, on Dec. 24 when the *New York Times* published a description of the process and implied that the process

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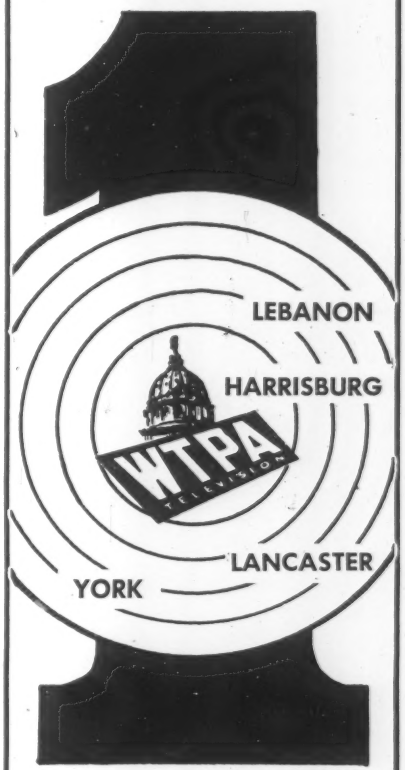

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CHANNEL 27

WTPA TELEVISION

HARRISBURG, PA.

would have numerous advantages over video-tape. Ampex dropped 11¾ points that day on the New York Exchange and on Monday, Dec. 28, the first trading day after Christmas, fell another 7¼ points. By Tuesday, the "scare" had dissipated, the Ampex quotation went up 4 points. (Ampex closed at 108½ on Tuesday; on Dec. 23 it had closed at 123 with a net gain then of 1⅞). General Electric stock on Dec. 24 showed its highest net gain during the period—up 3¾ points. On Dec. 23, GE stock had dropped 1⅝ at the closing, another 1 point on Dec. 28 and by Dec. 29 again moved up 1⅝ points.

In the process, technical data or photographic images are converted electronically into coded signals which are reduced to variations in the intensity of a beam of electrons. This beam plays back and forth across a film. The film has three layers: heat resistant plastic covered by a positively charged middle layer topped by a thermoplastic film that melts at low temperatures. The movement of the beam deposits a pattern of negative charges in accordance with the data or image that's being recorded. (This is the so-called negative.)

In the next or "developing" step, a pattern of electric charge on the film converts to another pattern of depressions and ridges which can be observed optically. This takes but a few thousandths of a second.

The visual reading comes by passing a beam of light through it and into an optical system that converts into an image. Viewing can be direct, screen projected or transmitted electronically (as in tv) or stored on film.

Color, too • According to Dr. Glenn's account, the optical systems have been devised for image reproduction in either monochrome or in color.

According to engineering opinion; these applications would appear possible:

Thermoplastic recordings immediately could be played back (as in tv tape) and could be erased and used over again; it also would produce images that are visible (as in film) which would aid in the editing. The "1 to 1" ratio in vtr would be reduced. It takes an hour to copy an hour's tape but in thermo, the embossed pressing would give fast copies off the so-called "master." Engineers point out that its workability is an unknown.

Its virtue • Chief virtue of such a process, it is theorized, would be an immediate reduction of the amount of recording material. It would take only 10 and possibly as little as 1% of the amount in thermo compared to videotape. This could be a cost saver. The "machine" might be simpler than tape machines.

Other advantages of such a process: Adaptability for playback anywhere in the world (it does away with the need to translate vtr from one standard to another); possibility of synchronizing thermo with both live and film (for special optical effects).

Network and station engineering experts said that they want to first have the "equipment," run pictures on monitors and "get a feel of it" before "we actually form an opinion."

New radio-tv supplier

The establishment of Bauer Electronics Corp. with headquarters in Burlingame, Calif., was announced last week by Fritz Bauer, president and principal stockholder of the firm. The new company will be a broadcast equipment supplier and will introduce two new am transmitters (1 kw and 5 kw) early this year. Mr. Bauer also announced that Paul Gregg, formerly with Gates Radio Co., has been named sales manager. The firm's office is at 1011 Industrial Way, Burlingame.

MR. BAUER

MR. GREGG

• Technical topics

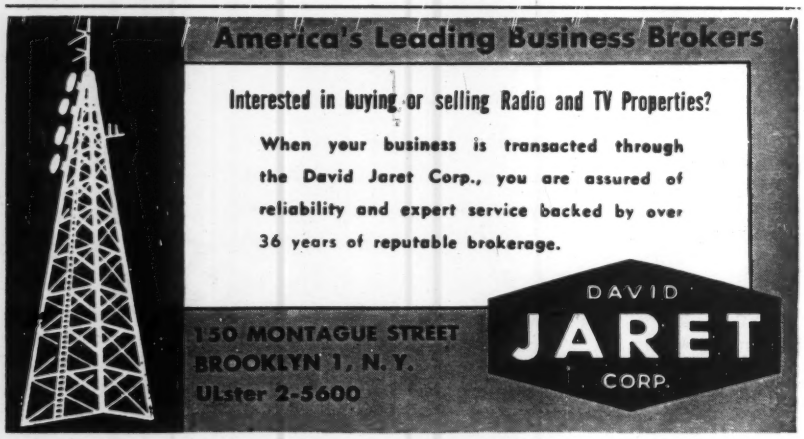
Stock transfer • Pending stockholder approval, Midwestern Instruments, Tulsa, has proposed to enter into an agreement of reorganization with Textron Electronics, Providence, to provide for the transfer of the entire business of the former to the latter. The agreement would involve an exchange of 724,167 shares of Textron Electronics common stock for subsequent distribution to Midwestern stockholders, which would, in effect, result in the exchange of one share of Midwestern for ¾ share of Textron Electronics. Transaction would not affect management or location of Midwestern Instruments, which would become a division of the electronics firm.

Direct distributor • Dage Television Div. of Thompson Ramo Wooldridge Inc. has appointed Hoffman Sales Corp. of California, a wholly-owned subsidiary of Hoffman Electronics Corp., direct factory distributor for its line of closed circuit tv equipment.

Adjustment • Radio Corp. of America last week announced a change in the conversion price of its 3½% convertible subordinated debentures to $49.04 a share. Prior to the adjustment, which became effective Dec. 18, the conversion price was $50 a share. The adjustment results from the declaration on Dec. 4, 1959 of a stock dividend of 2%, payable Feb. 1, 1960, to holders of common stock on Dec. 18, 1959.

Transistor literature • General Electric Communication Products Dept., Lynchburg, Va., has issued Bulletin ECM 112 describing Transistorized Service Channel equipment now available for 6 kmc microwave. The new equipment reportedly simplifies servicing of a microwave system and aids preventative maintenance technicians.

More tv automation • Hoffman Electronics Corp., L.A., has developed a new control device, LiteScope, that adjusts tv picture contrast and brightness automatically according to the light level in the viewing area. In addition, Hoffman's new Vanguard wireless remote control system, about the size of a cigarette pack, also makes it possible to change channels and turn on and off, automatically. The new innovations will be in Hoffman's 1960 spring line.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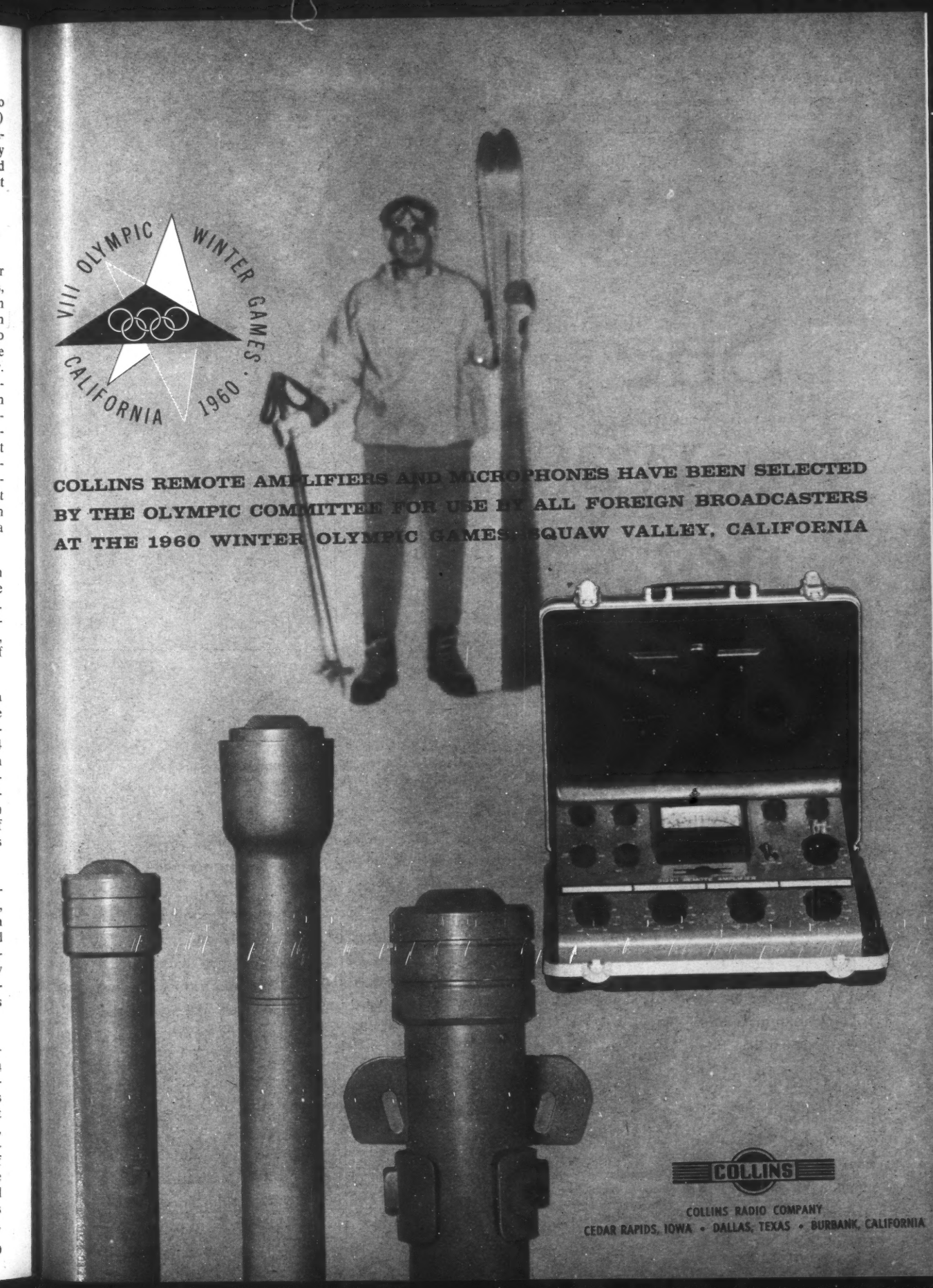
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COLLINS REMOTE AMPLIFIERS AND MICROPHONES HAVE BEEN SELECTED
BY THE OLYMPIC COMMITTEE FOR USE BY ALL FOREIGN BROADCASTERS
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The space for this message is donated by this publication in cooperation with The Advertising Council.

She was not alone

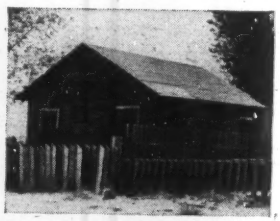
Sudden illness, especially mental, often disrupts a family. With the Vasquezes it brought them closer together.

If you had wanted to get in touch with Eva Vasquez three years ago, you would have had to travel some two hundred miles from her home on the outskirts of Bakersfield, California, to Modesto State Hospital for the mentally ill.

She was hospitalized there because she was tired of living and tried dying. Withdrawal, they called it, from reality.

The communists could have made quite a thing out of her story if they had known it.

What about "all men are created equal"? they might have asked. What about "unalienable rights"?



Clean, neat, but cramped, the Vasquez home is located in a mixed Mexican-Negro community near Bakersfield, California.

Here she was: Eva. Born a Mexican, another victim of pride, prejudice and poverty. Knowing no love in her own home, she escaped into marriage at sixteen.

Now, at twenty-nine, she was the wife of Juan Vasquez, mother of seven children and pregnant again.

Because of recurring bouts of illness, finally diagnosed at Kern General as malnutrition, Juan was only intermittently employed. Came cotton time, the whole family took to the fields—usually earning a total of $7.50 a day.

Worry over her neglected children and Juan led to Eva's breakdown. The feeling that she, alone, was faced with these problems only exaggerated her anxiety.

It turned out she was not alone. And that's where the Russian script ends and the American story begins.

During Mrs. Vasquez's hospitalization the family received relief and the children were provided milk by

a local school nurse. Juan was encouraged to study English in night school in hopes of finding a better job. To practice English he read comic books and watched TV in the two-room cabin he shared with the children.

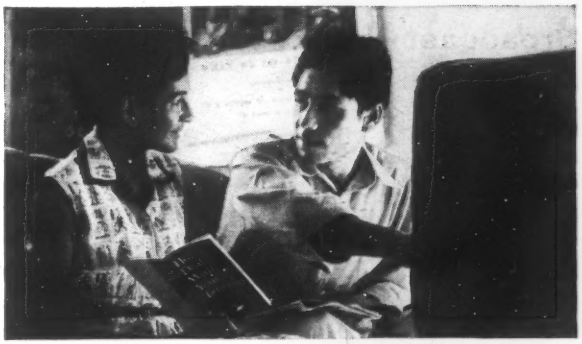
One day, and then again, he saw a TV message sponsored by The Advertising Council, urging people to send for a booklet entitled "How to Deal With Your Tensions," published by The National Association for Mental Health. Free.

He sent away for it and spent the next two months laboriously translating it with the aid of his comic books and a Spanish-American dictionary.

Among other things, he learned that Eva was not alone in her affliction. One in ten Americans suffers from mental illness. And 80% of those hospitalized, in the words of Dr. William Menninger, "could be out if enough of us cared."

The Advertising Council cared to the point of courageously sponsoring the Mental Health program during 1958 and 1959. Through the combined volunteer services and facilities of American business, advertising agencies, publishers, broadcasting stations, networks, outdoor and transit advertising companies, millions of dollars have been spent bringing that message to millions of people, more than 1,300,000 of whom have written in for the pamphlet.

People like Juan Vasquez, for instance, who cared enough to translate it painstakingly and sensitively, so that his wife would believe and understand and be restored to her family, rehabilitated. That happened on July 7, 1958.



Although Juan translated perfectly, his wife wasn't always sure he was giving her an exact interpretation.

The Mental Health campaign was supported by The Advertising Council because mental illness is "the number one disease of the country." And the Council is committed to making ours a stronger nation. Stronger in human and natural resources.

Through public service campaigns—adding up to 170 million dollars of voluntary support during 1959 alone—our country was bulwarked in many ways.

Through saving lives on the highways. Preventing forest fires. Fighting for better schools. Selling savings bonds, and helping our friends and allies abroad.

Not by standing still, certainly, nor playing it solo.

Rather, by people working together in the common cause of insuring our "health, wealth and happiness."

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If you would like to know more about this work, this magazine suggests you write to The Advertising Council for a free booklet, 25 West 45th Street, New York 36, New York

The Advertising Council, supporting these and many other public service causes with men, materials and money contributed by American business, helps solve more problems and serve more people than any other single private institution:

AID TO HIGHER EDUCATION • BETTER SCHOOLS • CONFIDENCE IN A GROWING AMERICA CRUSADE FOR FREEDOM • FOREST FIRE PREVENTION • MENTAL HEALTH • NATO • RED CROSS REGISTER, VOTE AND CONTRIBUTE • RELIGION IN AMERICAN LIFE • RELIGIOUS OVERSEAS AID STAMP OUT PARALYTIC POLIO • STOP ACCIDENTS • UNITED COMMUNITY CAMPAIGNS U. S. SAVINGS BONDS • UNITED NATIONS

FATES & FORTUNES

Broadcast Advertising

MR. FLOUTON

MR. REES

• ALLEN F. FLOUTON and JACK P. REES, both senior vps and directors of Compton Adv., N.Y., named executive vps. Mr. Flouton, senior management representative on Procter & Gamble soap brands, joined Compton in 1937. Mr. Rees has charge of agency's marketing department and branch operations and is also management supervisor on several accounts.

• EDWARD BODENSIEK and IRWIN C. ROLL of Fuller & Smith & Ross, N. Y., named vps of agency. Other new vps: NORVAL LAVENE, FRANK MCKIBBIN, DONALD MCKENZIE, H.O. NELSON and A. HAYES BUSCH, all of F&S&R's Los Angeles office, and H.V. LOESCH of Cleveland office.

• H. MILTON GURWITZ, account supervisor on Emerson radio account at Friend-Reiss Adv., N.Y., appointed vp. Mr. Gurwitz also has been assigned supervisor on Lee Filters account.

• JOHN J. OAKSON, advertising manager of Hallmark Cards Inc., Kansas City, elected to board of directors. D.M. GRAY, director of sales and merchandising, named vp in charge of sales.

• JAMES E. KEEFE promoted from account manager to vp and account supervisor on the Automotive After-Market Div. account at Waldie & Briggs, Chicago. C.E. HUWEN, formerly with Fuller & Smith & Ross, Chicago, to Waldie & Briggs, that city, as vp and account supervisor in agency's building products division.

• HARVEY VICTOR and EDGAR ROSE, account executives, named vps of Jay Victor & Assoc., Newark, N.J. advertising agency.

MR. MERCER

• GUY B. MERCER, previously head of own consultant firm, to Needham, Louis & Brorby, Chicago, as vp and member of plans board. He formerly was executive vp of Clinton E. Frank, account supervisor with Tatham-Laird and marketing director at McCann-Erickson, all Chicago.

• JOHN H. ROLFS, assistant general manager of Guild, Bascom & Bonfigli, San Francisco, elected treasurer. He also continues his managerial responsibilities.

• STANLEY EVANS, senior account executive on American Tobacco Co. at Lawrence C. Gumbinner Adv., N.Y., elected vp.

• SHELDON S. SOSNA, formerly vp and creative director, Grant Adv. Inc., Chicago, joins Doherty, Clifford, Steers & Shenfield, N.Y., as vp.

• J. ROBERT CONROY, formerly vp for pr at Grant Advertising, Detroit, to Ross Roy Inc., that city, in similar capacity.

• MAID MARION MONTGOMERY, account executive at Henri, Hurst & McDonald, Chicago, elected vp, first woman so appointed in agency's 47-year history. She will implement and expand creative fashion and design service.

MR. CRAMER

• ROLAND H. CRAMER, formerly account supervisor at BBDO, N.Y., to Lennen & Newell, that city, as vp on Colgate account. Mr. Cramer had previously been with Ted Bates, Ruthrauff & Ryan and McCann-Erickson, all as vp.

• CARL SPIELVOGEL, advertising columnist of *New York Times* for past three years, to McCann-Erickson, N.Y., as corporate pr director.

• ROBERT A. MILLER, formerly with *Art Direction Magazine*, appointed vp in charge of sales promotion activities for Delroy Inc., New York advertising agency.

• HAL DAVIS, formerly independent producer-director in open and closed circuit tv, and previously producer-director for ABC-TV, joins Sudler & Hennessey, N.Y., as radio-tv director.

• JOHN P. HUGHES, assistant advertising manager of John H. Breck Inc., Springfield, Mass. producer of hair preparations, appointed advertising manager.

• BERNARD GEBHARDT, formerly account executive with Mosher, Reimer & Williamson, Denver advertising agency, promoted to director of client relations.

• LOU PERKINS, formerly senior producer at ABC Chicago and associate producer of *Don McNeill's Breakfast Club* on ABC radio network, to tv-radio production staff at Tatham-Laird, Chicago.

• AL MCMILLAN appointed executive vp in charge of personnel and services of Carl Byoir & Assoc., New York pr firm.

• CAROLEE A. CORNELIUS, formerly copywriter for Carson, Pirie, Scott and Sears, Roebuck, both Chicago, to copy department of N.W. Ayer, that city. Other Ayer appointments: SALLY DIEKEMA, formerly with Kenyon & Eckhardt, and JAMES T. COOPER, formerly at Leo Burnett, both as commercial broadcast producers.

• DUDLEY N. ROCKWELL, formerly account supervisor at Fuller & Smith & Ross, Chicago, to Waldie & Briggs, that city, in similar capacity.

• FLOYD G. VAN ETTEN, tv service representative; THEODORE E. SCHULTE, group copy head, and MABLE C. ANDERSON, director of home economics center elected vps in Chicago office of J. Walter Thompson Co.

• DR. ROBERT SHOAF, New York market research specialist, named consultant for Fensholt Adv. Agency, Chicago.

• A.E. (JACK) HORNER, formerly account executive with W.B. Doner, Baltimore advertising agency, to VanSant, Dugdale, that city, as copywriter.

The Media

• ROBERT J. HOTH, formerly vp and general manager of KAKC Tulsa, Okla., appointed executive vp of Public Radio Corp. which operates KIOA Des Moines, Iowa, and KBKC Kansas City in addition to KAKC. JAMES DOWELL, vp and general manager of KIOA, named PRC vp in charge of national sales and retains KIOA position. LARRY MONROE, formerly program di-

Promotions

Rufus Crater, BROADCASTING's senior editor in charge of the New York editorial bureau since 1951, has been promoted to the new position of editorial director, New York. He will continue to report to Edwin H. James, vice president and managing editor at the magazine's Washington headquarters.

Lawrence B. Taishoff, assistant secretary-treasurer of Broadcasting Publications Inc. since September, 1958, has been promoted to the new position of assistant to the publisher.

The appointments were announced by Sol Taishoff, editor and publisher.

now you can

Freeze TV Action!

NEW Hughes Storage Monitor

Tape advantages are well-known—superior "live-quality" picture reproduction, immediate playback and greatly reduced costs. One of the major difficulties to date has been development of efficient tape editing methods and techniques. Now, Hughes makes available to the industry a Storage Monitor for use as a key unit in the design of tape editing systems.

The new Hughes Storage Monitor operates like any standard TV monitor until you press the button. Immediately the Hughes 5" TONOTRON® Tube freezes the image, holding it until the monitor mode is restored.

Advantages to TV engineers include: High-Speed tape processing. Better program continuity and quality. Less tape wear during editing. Highest utilization of video recording equipment.

Pictures may be held for approximately ten minutes with a minimum of 5 half tones. Input may be from separate or composite video sources. Push-button controls permit local or remote operation.

Model 201 Storage Monitor is available in several mounting arrangements—portable or rack mounted, individually or in groups, for sequential frame study. This permits rapid selection of individual frames and desired action sequences.

For additional information write to: Hughes Products, Industrial Systems Division, International Airport Station, Los Angeles 45, California.

Now! A television monitor with a memory... capable of freezing any TV action.

Video Signal	Positive Video or Positive Composite Video (sync. neg.) coaxial cable input, 1 volt p-p.
Separate Sync Inputs	Negative sync, coaxial cable input.
Input Impedance	100 ohms each on Separate Sync Inputs, 1000 ohms on Video Input (with parallel terminal for 75 ohm matching termination).
Video Bandwidth	Approximately 6 mc.
Vertical Scanning Frequency	60 cps. interlaced.
Horizontal Scanning Frequency	15,750 cps.
Picture Size	4 inch useable diameter.
Power Requirements	115 V 50/60 cps. 130 watts.
Dimensions (Model 201)	14" x 8-1/2" x 16-1/2" wt. approx. 40 lbs.
Mounting (Model 201-R)	Standard 19" relay rack
Phosphor	P-4 (Television black and white)

INDUSTRIAL SYSTEMS DIVISION

HUGHES PRODUCTS

©1959, HUGHES AIRCRAFT COMPANY

Creating a new world with ELECTRONICS

SEMICONDUCTOR DEVICES • STORAGE TUBES AND DEVICES • MICROWAVE TUBES • VACUUM TUBES AND COMPONENTS • CRYSTAL FILTERS • MEMO-SCOPE® OSCILLOSCOPES • INDUSTRIAL CONTROL SYSTEMS

rector of KXOK St. Louis, appointed station manager of KIOA. WILLIAM ALLRED, formerly sales manager of KIOA, to KBKC as station manager.

MR. PAYETTE

• WILLIAM C. PAYETTE, director of UPI, named general sales manager. He joined UP in Los Angeles and later became bureau manager there. Mr. Payette was assigned to South America as Northern Div. manager in 1949, and established first radio teletype delivery of news to that area, as well as first daily overseas telephoto transmission of newspictures.

• COURTNEY MCLEOD, administrative manager of ABC-TV network programs, western division, and ROBERT (BUD) CURRAN, assistant regional manager in ABC-TV station relations, promoted to station relations regional managers. Mr. McLeod, with headquarters in Hollywood, will be regional manager for Pacific coast and mountain zone affiliates; Mr. Curran, based in New York, will work with stations in East and Midwest.

• LOUIS WOLFSON, vp of WLOS Ashville, N.C., to WFGA-TV Jacksonville, Fla., in similar capacity. Both are affiliates of Wometco Enterprises which also operates WTVJ (TV) Miami.

His Honor

ROBERT J. BURTON, vice president and resident attorney of Broadcast Music Inc., N.Y., was sworn in last week as acting city judge of New Rochelle, N.Y. The post requires occasional service supplementing full-time bench activity of an elected city judge. Mr. Burton served as vice president of the New Rochelle board of education from 1958 to 1959. A member of the New York Bar since 1937, Mr. Burton became affiliated with BMI in 1941 as resident attorney, responsible for internal legal matters.

MR. TYROL

• ROBERT S. TYROL, general sales manager of WTIC Hartford, Conn., named vp in charge of sales. Mr. Tyrol has been with station since 1941 when he started as announcer.

• BARNARD I. PAULSON, plant superintendent of ABC, to head ABC-TV production services department. Mr. Paulson joined network in 1949.

MR. KIBBY

• HUGH KIBBY, formerly national sales manager of WFBM-TV Indianapolis, promoted to sales manager. Previously he was with WFBM for 17 years.

• WARREN HULL, radio and tv star who was co-host of *Vox Pop* radio series and, more recently, host of *Strike It Rich* (CBS-TV), joins WNOR Norfolk, Va., as vp. He will serve in executive capacity, active in all areas of station operations with particular emphasis on sales, client and community relations, as well as air personality.

• ERNEST A. GUDRIDGE, general manager, and VICTOR BUSHONG, chief engineer, both appointed vps of WIZE Springfield, Ohio. Mr. Gudridge previously was with WCOL Columbus, Ohio. Mr. Bushong has been with WIZE since it originated in 1940. Both are affiliates of Air Trails Network which also operates WEZE Boston, WKOL Louisville, Ky., and WING Dayton, Ohio.

• JEROME A. BARNES and JOHN FERGIE appointed vps of Springfield Broadcasting Corp., which operates WWLP (TV) Springfield, WWOR-TV Worcester, both Massachusetts, and WRLP (TV) Brattleboro, Vt. - Greenfield, Mass.-Keene, N.H. Mr. Barnes, formerly program director with SBC, will supervise programming for all three tv stations. Mr. Fergie, station manager of WRLP, assumes additional duties as head of translator operations.

MR. EVANS

• MARK EVANS, air personality with WTOP Washington, resigns. Mr. Evans said future plans uncertain but that it would be "pretty good assumption" he will join multiple-station owner Metropolitan Broadcasting Co., of which he owns less than 1%.

• JACK J. DASH, formerly president and general manager of WBCB Levittown-Fairless Hills, Pa., joins Gresh & Kramer, Philadelphia advertising agency, as executive vp. Mr. Dash continues as director of WBCB.

• MITCHELL LIPMAN, assistant business manager of radio-tv department of Ted Bates & Co. promoted to newly-created post of manager of network relations. LARRABEE M. JOHNSON, as-

This is a **ROCKY MOUNTAIN DAYTIMER.** While this daytimer is only a 250-watter, its low frequency gives it unbelievable coverage. It is in a semi-major market in Rocky Mountain area, has the most attractive studios you will see. The station is in the black. Asking price is $150.000.00, liberal terms.

NORTH TEXAS DAYTIMER—in metropolitan area. This is the top rated station in its market and is in the black. Has very attractive studio at the transmitter site. Equipment in tip-top condition. An owner-manager can operate this cheaply and make a bundle. $25,000.00 down against a total price of $75,000.00 will handle.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

TO OUR FELLOW UNIONISTS IN THE ENTERTAINMENT FIELD —
Below is the text of an advertisement which Local 802, American Federation of Musicians is running in New York newspapers. The practices referred to, and to which we object in the advertisement, can adversely affect employment in other branches of the entertainment field — if allowed to continue. We ask you to support us in our campaign.

"a species of fraud on the American public..."

TO THE TELEVISION AUDIENCE

The employment opportunities of professional musicians in the United States are being curtailed seriously by a growing, but little-known practice in many filmed network television shows. The same thing is also happening in motion picture production.

The music which you hear on these shows is made abroad at cut rates, at the expense of American musicians.

This practice has grown to alarming proportions, and has led Senator Wayne Morse of Oregon to introduce a resolution in the Senate demanding a Congressional investigation of the effects of these practices on employment for American musicians and other workers in the film entertainment industry.

The situation is not generally known. Sponsors and producers naturally would prefer that it should not be. However, it is becoming such a serious threat to employment opportunities that it has been branded by Senator Morse as *"a species of fraud being perpetrated on the American public by many American producers of film entertainment."*

The American Federation of Musicians, whose members would normally be employed to provide music for these shows at union wage scales, is initiating a national campaign of protest against these shows and their sponsors.

Local 802 is participating in this campaign and giving it full and vigorous support.

We feel that our cause is a just one.

We sincerely feel that we are not only fighting for employment which is rightfully ours, but we are also opposing a real threat to the perpetuation of Live Music in America.

We hope we may have your understanding, encouragement and support in our efforts.

The following television shows use foreign-made music:

BAT MASTERSON
THE BLACK SADDLE
THE DUPONT SHOW
JOHNNY RINGO
LASSIE
THE LOCKUP
MAN AND THE CHALLENGE
MEN INTO SPACE
RICHARD DIAMOND
THE RIFLEMAN
ROBERT TAYLOR'S DETECTIVES
SEA HUNT
TALES OF THE PLAINSMEN
TOMBSTONE TERRITORY
WANTED DEAD OR ALIVE
WICHITA TOWN
ZANE GREY THEATRE

EXECUTIVE BOARD, LOCAL 802
AMERICAN FEDERATION OF MUSICIANS, A.F.L.-C.I.O.

Al Manuti
AL MANUTI, *President*

(THIS ADVERTISEMENT IS PAID FOR BY THE MEMBERS OF LOCAL 802 THROUGH ITS LIVE MUSIC PROMOTION FUND)

Sit down at today's most

COMPLETELY TRANSISTORIZED FOR LOW MAINTENANCE

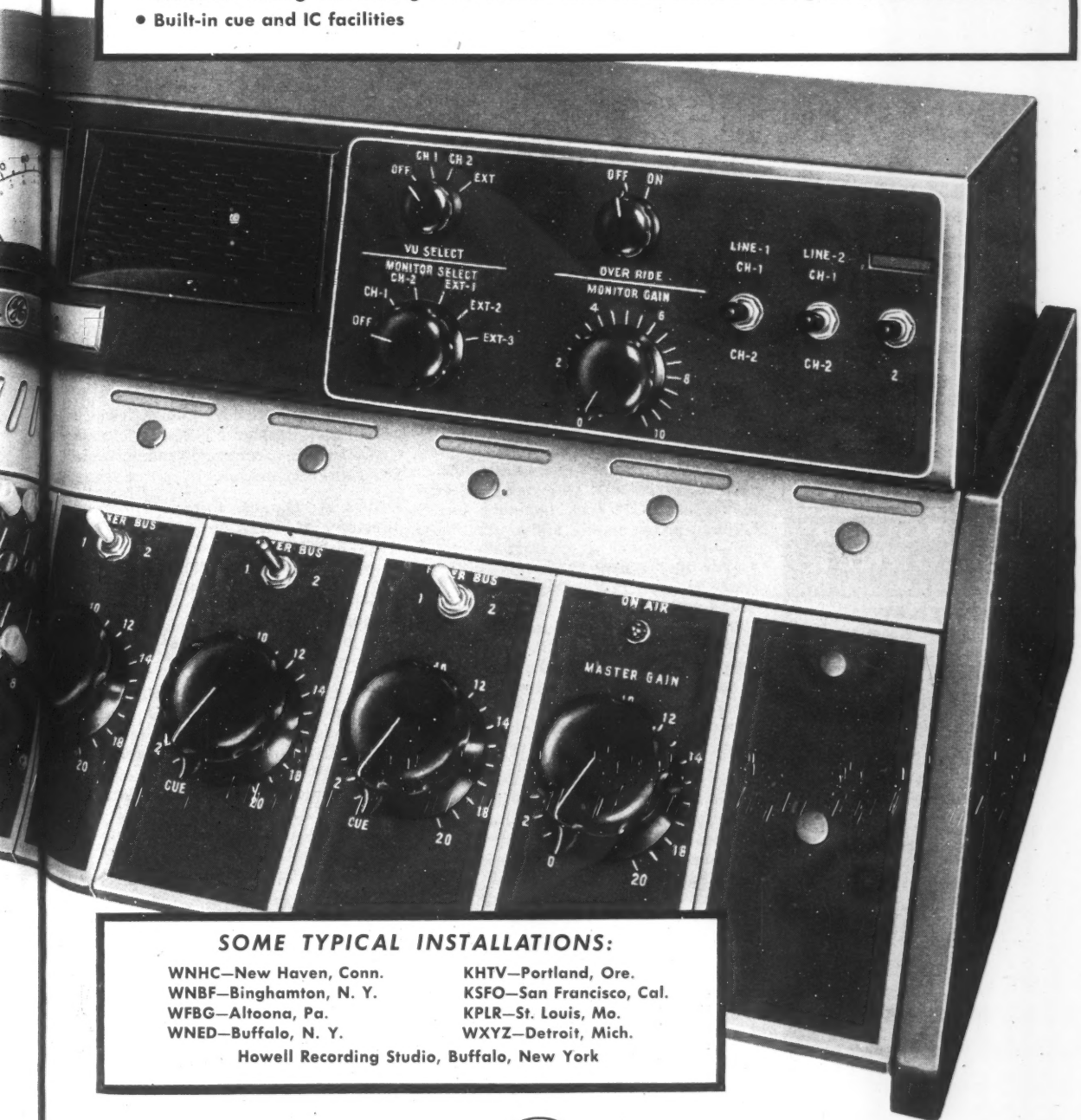
For studio and/or master audio control of radio and television, General Electric's Type BC-21-A Transistorized Audio Console offers the ultimate in convenience and flexibility.

It provides all facilities necessary for switching, mixing and amplifying the outputs of microphones, turntables, tape mechanisms, projectors, remote and network lines and other audio sources—as well as complete facilities for auditioning, cueing, monitoring remote lines and cue/talkback circuits to studio and remote lines.

The BC-21-A can be used for single-channel control or easily, quickly and inexpensively modified for two-channel operation. For complete details, get in touch with your G-E Broadcast Representative. **Or write Section 4810-4, General Electric Company, Communication Products Dept., Technical Products Operation, Lynchburg, Va. In Canada: Canadian General Electric Company, Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario.**

modern audio console!

Modular design • Buy as you need—add more preamplifiers later • Plug-in amplifiers, hi-level mixers and relay modules easily removed for maintenance • Clean, "crackle-free" switching • Noiseless fading and mixing • Convenient color-coded controls • Designed for dual-channel use • Built-in cue and IC facilities



SOME TYPICAL INSTALLATIONS:

WNHC—New Haven, Conn.
WNBF—Binghamton, N. Y.
WFBG—Altoona, Pa.
WNED—Buffalo, N. Y.
KHTV—Portland, Ore.
KSFO—San Francisco, Cal.
KPLR—St. Louis, Mo.
WXYZ—Detroit, Mich.

Howell Recording Studio, Buffalo, New York

GENERAL ELECTRIC

GROWING
GROWING
GROWING

● KMSO-TV now reaches 51,000 Montana TV homes and is gaining new viewers all over Western Montana.

KMSO-TV

Serves MISSOULA and
All of WESTERN MONTANA
With the Best of
CBS, NBC, ABC

PERFECT TEST MARKET
● 51,000 TV Homes
● Drug Sales Index 167
● Retail Sales Index 143
● Auto Sales Index 176

PERFECT TEST STATION
● Captive Audience in 90% of the Area
● Dominates the 10% Remainder Completely
● Now the Only TV Station on the Air in Western Montana
● Low Cost/1,000 HOMES

Represented Nationally by
FORJOE TV INCORPORATED

JUST AROUND THE CORNER
(could be YOUR corner!)

A HAZARD THAT NEVER SLEEPS—
the accusation of

LIBEL—SLANDER
PIRACY—PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Directed at Station, Staff, Speaker, Talent, Sponsor

You can't recapture the **WORDS** but you **CAN INSURE** and hold possible Dollar Loss within non-embarrassing limits.

Learn about our **UNIQUE EXCESS POLICY** which does the job at surprisingly low cost.

FOR DETAILS AND RATES WRITE

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

sistant business manager of department, assumes additional duties of counsel for business affairs.

• RICHARD KALLSEN, correspondent for CBS News Beirut, Lebanon, named chief of new Caribbean bureau. RUSSELL JONES, CBS News Washington, assigned to Beirut, succeeding Mr. Kallsen.

• REX KING, formerly regional sales manager of WSTV Steubenville, Ohio, named general sales manager of KELO-TV Sioux Falls, S.D.

• ALAN SCHROEDER, formerly assistant sales manager of WBBM-TV Chicago and AL DIGIOVANNI, formerly account executive at WCBS-TV New York, to CBS-TV spot sales, that city, both as account executives.

• ROBERT E. SWANSON, formerly on promotion and pr staff of WNDU-TV South Bend, Ind., to sales staff of WBBM Chicago.

• RUSS HALL, formerly air personality with WITH Baltimore, joins WCAU Philadelphia, in similar capacity.

• GEORGE KUDSK appointed night operations manager and ROBERT BRADFORD assistant night operations manager of WGN-AM-TV Chicago. Both have been identified with wide range of activities at WGN Inc., including engineering, programming and traffic.

• M.J. BECK retires as treasurer of The Katz agency, N.Y., position he has held for 30 years. He joined Katz in 1905. H.J. GRENTHOT, assistant treasurer, succeeds Mr. Beck. Also announced: Election of WALTER NILSON, tv sales manager, to board of directors; retirement of MICHAEL J. FLYNN, member of radio sales staff for past 27 years.

• DAVID MELAMED, named director of administration of National Theatres & Television Inc., Los Angeles. He will handle administrative matters, budgets and services for NT&T and its subsidiaries.

• BERNARD MILLER, formerly president and general manager of WMOR-FM Chicago (now defunct) and producer at Jules Power Productions, to Chicago office of Westheimer & Co., investment broker, as registered representative.

• ANTHONY (BILL) HARTMAN, formerly account executive with WJZ-TV Baltimore, named local sales manager of WICE Providence, R.I.

• RICHARD HIGGS, formerly promotion-publicity director of WIRE Indianapolis, named account executive with WFBM, that city.

• IRWIN G. INMAN JR., formerly sales representative with WXEX-TV and WRVA-TV, both Richmond, Va., to WSUN-TV St. Petersburg, Fla., in similar capacity.

• WILLIAM A. HOFTYZER, formerly general manager of KUTY Palmdale, Calif., to sales staff of KFTR San Francisco.

• CLINTON PACKARD, formerly with H-R Representatives Inc., to New York tv sales staff of WGN-AM-TV Chicago.

• BOB GALLAGHER, formerly assistant sales promotion manager, WCBS New York, to CBS-TV, that city, as copywriter in sales promotion and advertising department.

• ANTHONY C. BATTAGLIA JR. joins WBEN-FM Buffalo, N.Y., as sales representative.

• MERRILL (RED) MUELLER of NBC elected president of American Assn. of Radio & Television News Analysts, succeeding BOB TROUT of CBS. Mr. Trout became chairman of executive committee which includes H.V. KALTENBORN, re-elected, and WILSON HALL, NBC, newly elected. Others elected were LEON PEARSON, NBC, vp, BLAIR CLARK, CBS, secretary, and CAESAR SEARCHINGER, treasurer.

• WES A. DRIPPS, formerly program director of KDOM Windom, to KMMT (TV) Austin, both Minnesota, in tv operations.

• MARC ANSON, formerly newsman and announcer with WAKY Louisville, Ky., joins WSAI Cincinnati in similar capacity.

• RAY GOLDEN, formerly with KSTN Stockton, Calif., to KAYO Seattle, Wash., as program director and air personality. BILL SCHONELY, formerly with KOMO-TV Seattle, joins KAYO as news director. MARK HAYES, formerly with KGEM Boise, Idaho, and BOB SALTER and DALE STARKEY, both formerly with KVI Seattle, all join KAYO as air personalities.

• DR. JOHN W. DEMPSEY, professor of political science at U. of Detroit, named director of news and public affairs of WJBK-TV Detroit. He will continue his teaching duties in addition to his new post.

AMPEX All professional recorders readily available in stock including 300's & 350's. SHIP ANYWHERE IN U.S.A. DIRECT TO YOU AT FACTORY PRICES
kierulff SOUND CORPORATION
820 W. OLYMPIC BLVD. - LOS ANGELES 15, CALIFORNIA

• BILL BEUTEL, formerly news editor and newscaster with WEWS (TV) Cleveland, to WCBS New York as reporter and newscaster, succeeding DAVE DUGAN, who resigned to join WCAU Philadephia as salesman.

Programming

MR. FRANKEN

• JERRY FRANKEN, formerly director of publicity of National Telefilm Asso., Hollywood, named executive director of advertising, promotion and publicity. Previously he was radio-tv editor of *The Billboard* and was on staffs of *Variety* and *New York Times*.

MR. MILLER

• GORDON H. MILLER appointed managing director of creative sales for Great Lakes Div. of Wilding Inc., Chicago, producer of tv commercials, business motion pictures and slidefilms. Mr. Miller will operate from Detroit.

• JACK EMANUEL, formerly of Warner Bros., story department, named executive story editor, Pacific Div. of NBC.

• WAYNE LANGSTON, formerly vp and general manager of George Ryan Films, Minneapolis, and previously director-writer, Sarra Inc., to writing staff of Fred Niles Communications Center, Fred A. Niles Productions, Chicago-based film firm.

• BENEDICT BERENBERG, formerly eastern executive producer-director for Screen Gems, to Television Graphics, N.Y., as producer and director of filmed commercials and industrial pictures.

Equipment & Eng'ring

• H.D. FARNSWORTH, formerly manager of field services of Stromberg-Carlson's digimatic numerical control systems, appointed manager of product planning of Sierra Electronic Corp., Melano Park, Calif., div. of Philco Corp. SANFORD K. ASHBY, formerly partner in Ashby Assoc., Dayton, Ohio, manufacturers representatives, named sales engineer.

• ROBERT J. REIGEL, formerly sales engineer of Thordarson Transfer Co., appointed merchandising sales director of Cornell-Dubilie Electric Corp., South Plainfield, N.J. ARTHUR WILLIAMS, formerly sales manager of Original Equipment Manufacturers' Div., named commercial products sales director. GLEN M. RONK, formerly vp of marketing of American Electronics Inc., named military and industrial sales director.

• JACKSON S. KOLP, formerly supervisor of product engineering of Sylvania Electric Products Inc. receiving tube plant, Shawnee, Okla., appointed product line manager of germanium switching transistors of Sylvania's Semiconductor Div., Woburn, Mass.

• MAX SCHNEIDERMAN, formerly chief engineer at Electronic Tube Corp., to Analab, Cedar Grove, N.J., as head of new Special Products Div.

• JOHN A. FAIRCHILD, formerly area manager, Latin America, for Raytheon Co., joins Dynamics Corp. of America. Mr. Fairchild will head DCA's first overseas operation, newly-created Latin American-Far East Div., as corporate vp in charge of commercial and governmental operations.

• ELIOTT C. NOSKA, formerly with Air Associates, Glendale, Calif., appointed commercial sales manager of Home Products Div. of Packard-Bell Electronics, Los Angeles.

• HAROLD F. COOK, formerly manager of marketing services of Tung-Sol Electric Inc., Newark, N.J., promoted to sales planning manager. ROBERT E. BILBRY, supervisor of sales analysis and controls, named advertising sales promotion manager.

• DR. M. JOHN RICE JR., formerly director of research of Trancoa Chemical Corp., appointed manager of semiconductor material engineering for CBS Electronics, Danvers, Mass., manufacturing division of CBS Inc.

• GEORGE C. SMITH JR., manager of plant process engineering for Raytheon's semiconductor plant in Newton, Mass., to Lewistown, Me., division in similar capacity.

• WILLIAM T. BUSCHMANN, merchandising manager of Sylvania Electronic Tubes renewal and equipment sales departments, appointed eastern regional distributor sales manager, succeeding SAMUEL J. MCDONALD, who was promoted to assistant distributor sales manager.

• JOHN J. SHENK, formerly eastern region field coordinator of field engineering with CBS Electronics, appointed regional manager.

• MICHAEL J. VOTAVA, applications engineer of Elgin Metalformers Corp., Elgin, Ill., promoted to sales supervisor.

• JEAN MUSSELMAN, formerly assistant chief engineer of Utah Radio & Electronic Corp., Huntington, Ind., appointed chief engineer. HAROLD RICH, head of speaker department, succeeds Mr. Musselman. MARLIN PRICE named chief design and development engineer.

• JOHN MUSTICO appointed sales representative for Entron Inc., Bladensburg, Md., producer of tv antenna systems equipment. He will cover New Jersey, Virginia, Maryland, Pennsylvania, Delaware and Washington, D. C.

International

• M.J. FRANKOVICH, managing director of Screen Gems, Ltd., London affiliate of Screen Gems Inc., elected chairman of board. KENNETH HARGREAVES, managing director of Columbia Pictures Ltd., succeeds Mr. Frankovich at Screen Gems Ltd.

• HERBERT S. STEWART, manager of CHCT-TV Calgary, Alberta, resigns to join Chinook Communications Ltd., Calgary, as executive vp.

• VERN DALLIN, vp and station manager of CFQC-TV Saskatoon, Sask., named vp and general manager. G. BLAIR NELSON, manager of CFQC, that city, appointed general manager.

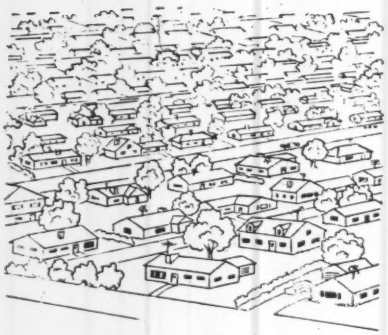
• CLIVE B. MCKEE, manager of industrial relations of Canadian Broadcasting Corp., named director of industrial and talent relations of CBC, with headquarters at Ottawa, Ont.

• R.A. LESLIE, National Broadcast Sales Ltd., Toronto, Ont., elected president of Canadian Radio Representatives Assn., succeeding G.W. HELLMAN, Stovin-Byles Ltd. ERNIE TOWNDROW of Stevens & Towndrow, elected vp; TED PEPLER, Trans-Ocean Registered, secretary, and LORRIE POTTS of rep firm of same name, treasurer. ANDY MCDERMOTT of Radio & Television Sales Inc., appointed publicity chairman. All are from Toronto.

Deaths

• DAVID EDELSON, 68, Chicago radio pioneer and personality for over 37 years, died in that city following heart attack Dec. 26. He helped found original KYW (then in Chicago) in 1921 and was active in other stations there, including WLS and WSBC. He conducted music programs on WJJD and WAIT at time of death. Mr. Edelson was applicant for station in Geneva, Ill., under Fox Valley Broadcasting Co. and also headed Commercial Broadcasters Adv. Agency and Dave Edelson Assoc., pr firm.

• GERALD MCDERMOTT, with KFEL Denver in early days of radio, died of lung cancer Dec. 23 in Chicago. Among survivors is twin brother GERALD B. MCDERMOTT, president of KBUR Burlington and KMCD Fairfield, both Iowa.



How you can reach 34,000 TV HOMES, FOR FREE!

In Indiana, cover Fort Wayne and South Bend-Elkhart with one budget stretching combination buy. Get 340,000 TV homes, *at a 10% discount.* Just like reaching 34,000 TV homes, *for free!* Call your H-R man for all the facts.

WSJV TV 28 ABC — SOUTH BEND-ELKHART

WKJG TV 33 NBC — FORT WAYNE

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In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

INTERNATIONAL

'SECOND TV' HEARINGS FACE BBG

Winnipeg sessions are first step in move to open up Canada's major tv markets

Three applicants for a second television station at Winnipeg and 13 other applicants for radio and tv stations across Canada will be heard by the Board of Broadcast Governors in the large committee room of the Legislative Building at Winnipeg, Man., from January 13-16.

The ch. 7 frequency for the second tv station at Winnipeg will be contested by Jack Blick, CJOB Winnipeg, who is applying for 180 kw video and 108 kw audio power with directional antenna 545 ft. high; Joseph Harris on behalf of a company to be formed, with request for 325 kw video and 162.5 kw audio power and nondirectional antenna 1,026 ft. high; R.S. Misener on behalf of a company to be formed for a station with 325 kw video and 180 kw audio power and nondirectional antenna 946 ft. high.

This will be the first of a series of hearings being held by the BBG for second tv station licenses in urban markets now served solely by the government-owned Canadian Broadcasting Corp.

A ch. 12 station to serve the eastern part of Quebec province and the northern part of New Brunswick province is being applied for by three television stations. CHSJ-AM-TV St. John, N.B., is applying for a station at Campbellton, N.B., with 205.7 kw video and 102.8 kw audio and antenna 799 ft. high. CHAU-TV New Carlisle, Que., is asking for a station with 23.5 kw video and 11.8 audio power and antenna 1,673 ft. high at Carleton, Que.

CKCW-TV Moncton, N.B., is requesting a tv satellite at Upsalquitch Lake, N.B., on ch. 12, with 141 kw video and 77 kw audio power and antenna 1,331 ft. high.

Broadcasting station licenses are being sought by Melfort Broadcasting Co. Ltd., at Melfort, Sask., on 1240 kc with 250 watts; by James Alan Stewart at Ottawa, Ont., on 1250 kc with 10 kw and directional antenna; and by A.W. MacDonald at Calgary, Alta., on 1550 kc with 10 kw and directional antenna.

Application is being made for a new fm station at Toronto, Ont., by A.W. Ness on 104.5 mc with 3.52 kw and antenna 93 ft. high.

CHOW Welland, Ont., is requesting a power increase from 500 watts to 1 kw on 1470 kc and authority to operate full time instead of present dawn to dusk. CFHR Hay River, Northwest Territories, is requesting a power increase from 25 to 40 watts on 1490 kc. CHCL Cold Lake, Alta., wants a power boost from 10 to 50 watts on 1450 kc. CKX Brandon, Man. wants a daytime power increase from 5 kw to 10 kw on 1150 kc. CJGX Yorkton, Sask, is requesting authority to open a part-time studio at nearby Melville, Sask.

CBC plans to build new radio-tv center

After searching several years for a site to centralize its widely-spread national program and commercial operations at Toronto, Ont., Canadian Broadcasting Corp. has announced the purchase of a 33-acre site in the northeast suburban area for $650,000. CBC plans to start construction of a $40 million radio-television center late in 1960 or early in 1961.

Announcement of the purchase was made by CBC president Al Ouimet at Ottawa, and Alex Rubin, president of Toronto Industrial Leaseholds Ltd., owner of the property. CBC will move its 2,000 employes now working in 14 buildings at 11 different locations in Toronto, to the new center. There will be at least 10 camera and broadcasting studios in the new location, according to preliminary plans. No decision has been made yet as to removal of the CBLT Toronto television tower from the present downtown location to the new site.

Realtors plan 1,200 apartment units nearby the new radio-tv city for CBC employes, and some film companies may move to the area to be closer to the center of national programming. CBC will sell its downtown property on Jarvis Street and at other locations. It now pays some $550,000 annually in rent in addition to using its owned properties.

Nielsen may start Canadian service

The A.C. Nielsen Co. will launch a radio-tv audience research service in 15 Canadian markets if it can find enough clients to provide 60% of the amount needed for operations. It would be called Nielsen Broadcast Index.

Arthur C. Nielsen, president, told a meeting of advertisers and advertising agencies in Canada two weeks ago that his broadcast services in the United States and the United Kingdom lost

money for many years, with losses in the U.S. sometimes exceeding $1 million. He voiced confidence that "ultimately" a service in Canada would prove successful but added that on the basis of present pledges of business, the "excessive length of time" might make it unrealistic to start such a project.

He pointed out that present commitments would provide only 34% of the needed revenue. He told agencies-advertisers that if, within the next few months, at least 60% of the required revenue can be pledged, Nielsen is prepared to supply an audience research service in 15 markets.

Canadian rep sale

Brian Scharfe has bought control of Hunt & Scharfe Representatives Ltd., Vancouver, representing a large number of Canadian radio and television stations on the Pacific coast. Firm name has been changed to Scharfe Broadcast Sales Ltd. It started originally in 1946 as John N. Hunt & Associates. Mr. Scharfe bought an interest in the firm two years ago. Mr. Hunt is now sales manager of CKLG North Vancouver, B.C.

• Abroad in brief

Moving day • Northern Broadcasting Ltd., owner and operator of CJKL Kirkland Lake, Ont., CFCH North Bay, Ont., CKGB Timmins, Ont., CKWS-AM-TV Kingston, Ont., and CHEX-AM-TV Peterborough, Ont., has moved to new headquarters at 425 University Ave., Toronto.

FANFARE

KREM-TV, press in co-operative effort

In a stride towards peaceful—even helpful—co-existence between newspapers and tv, KREM-TV Spokane, Wash., enlisted and got the aid of nearly 100 community newspapers in presenting its *Community Profile* series.

On the theory that the local newspaper knows most about its community, the station held a banquet for key editors and publishers from the areas it planned to feature. The idea was presented to them: five-to-seven-minute documentary filmed programs covering the towns and cities in the four western states covered by KREM-TV (eastern Washington, northeastern Oregon, Idaho and western Montana). The station also expressed its wish to prove its interest in the progress and economic potential in this area, dubbed the "Inland Empire."

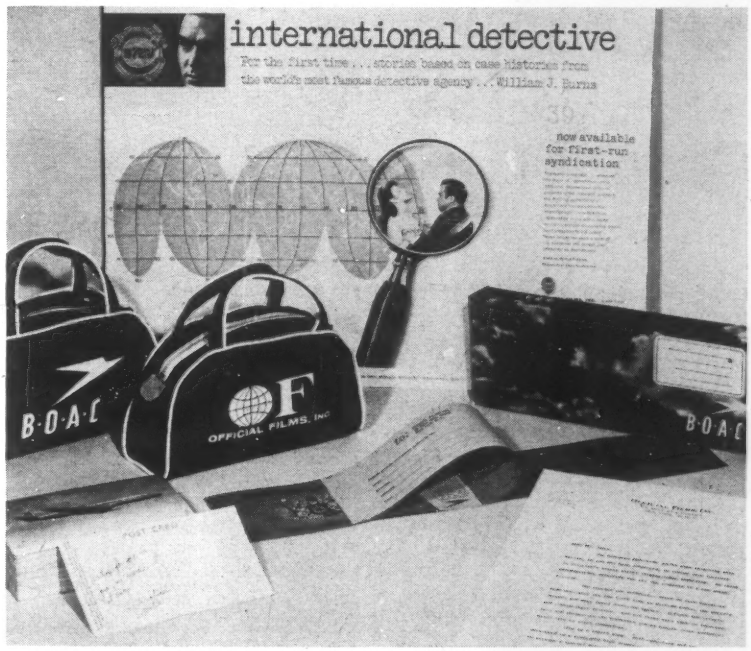
The newspaper executives pledged their cooperation. Before each community profile was shown, an advertisement appeared in the local paper giving date, time and channel. In addition, the editors aided KREM-TV newsmen in pinpointing significant features and personalities in each locality and devoted editorial space to the program. In fact, when one newspaper had no available advertising space at the time its community was to be shown, the editor gave a free front page story. In return, when listeners called from the hinterlands asking when their town would be featured, they were instructed by KREM-TV to watch their local newspaper for date and details.

Robert Temple, the station's general manager, points out that although the program is expensive, it is paying off for KREM-TV in higher viewing ratings and that its news staff is getting more "scoops" from outlying areas.

duPont winners announced

Doug Holcomb, director of promotion and advertising for WDAU-TV Scranton, Pa., has won the $500 first prize in the "duPont Everyone Wins" contest for station promotion managers conducted by duPont Textile Fibers on behalf of its weekly tv dramatic series, *The duPont Show with June Allyson*.

Mr. Holcomb's campaign included stories about the program in the station's own magazine, creative studio displays, on-air promotion and an advertising and publicity push in local newspapers. Other winners included: F.R. McKane, KOLD-TV Tucson Ariz., $250; Neill C. Swann, WOAY-TV Oak Hill, W.Va., $100; Ward W. Weldon, WIBW-TV Topeka, Kan., $100, and Carroll E. Gregg, KWTV (TV) Oklahoma City, $50. All contest entrants received two sport shirts of "Orlon" acrylic fiber.


international detective
For the first time . . . stories based on case histories from the world's most famous detective agency . . . William J. Burns
now available for first-run syndication
B·O·A·C
OFFICIAL FILMS, INC.
B·O·A·C

It's official • Here are some promotion pieces included in the launching of the new 39-episode series *International Detective*, by Official Films, Inc., New York. To capture the flavor of the show, which is based on case histories from the files of the William J. Burns International Detective Agency, Official Films teamed up with British Overseas Airways Corp. in a campaign handled by The Zakin Co., New York, advertising agency for Official. Full color postcards of a BOAC jet with a teaser message on the reverse side were flown to and mailed from London, Paris, Rome, Stockholm, Athens and Karachi, some of the cities where the series was filmed. The cards were followed up by the mailing of an overseas airline bag in which there was an "airlines ticket" inviting a screening of the film, trade ad reprints and a letter from Harold L. Hackett, president of Official, giving detailed information about the series.

"Sunny" Says:
"IT'S WHO'S UP FRONT THAT COUNTS!"

When you put your money on WSUN you've got a real winner. A pair-a-mutual payoff factors are the Nation's 26th Retail Sales Market, TAMPA–ST. PETERSBURG, and WSUN. Serving a 29 county population of 1,203,400, "Sunny" delivers more radio homes, at the lowest cost per home, of any station in the heart of Florida. Psssssst! If you want to wind up in the winners circle...get on "SUNNY!"

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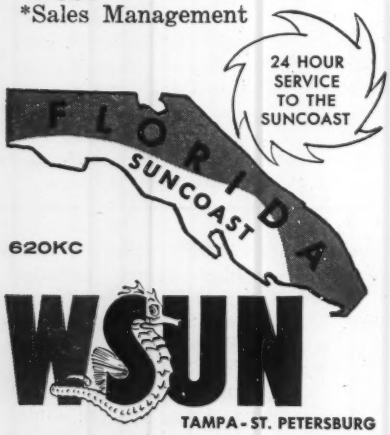
*Sales Management



Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

TV NETWORK SHOWSHEET

PROGRAMS, TIMES, SPONSORS

Published first issue in each quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live; T, video tape. All times are EST.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust., 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *FYI*, sust., L and F; 11:30-12 *Camera Three*, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon- 1p.m.

ABC-TV 12-12:30 *Johns Hopkins File*, sust., L; 12:30-1 *Bishop Pike*, sust., L.
CBS-TV 12-12:55 *CBS Television Workshop*, sust., L; 12:55-1 TBA.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *College News Conference*, sust., L; 1:30-2 No network service.
CBS-TV No network service.
NBC-TV No network service.

2-3 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Pro Basketball*, Bayuk, Gen. Mills, L.

3-4 p.m.

ABC-TV 3:30 *Open Hearing*, sust., L; 3:30-4 *Championship Bridge with Charles Goren*, North American Van Lines, L.
CBS-TV *The Sunday Sports Spectacular*, sust., L and F.
NBC-TV *Pro Basketball*, cont.

4-5 p.m.

ABC-TV 4-4:30 *Paul Winchell Show*, Hartz, L; 4:30-5 *Broken Arrow*, Mars, L.
CBS-TV 4-4:30 No network service; 4:30-5 *Face the Nation*, sust., L.
NBC-TV 4-4:30 *Basketball*, cont.; 4:30-5 *World Championship Golf*, A.S.R. Products, Bayuk.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies*, sust., L; 5:30-6 *Lone Ranger*, Gen. Mills, Sweets, Lionel, F.
CBS-TV 5-5:30 *Conquest*, Monsanto Chemical, L; 5:30-6 G.E. *College Bowl*, Gen. Electric, F.
NBC-TV 5-5:30 *Golf*, cont.; 5:30-6 No network service.

SUNDAY EVENING

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *Small World*, Olin Mathieson. F; 6:30-7 *Twentieth Century*, Prudential, F.
NBC-TV 6-6:30 *Meet the Press*, sust., L; 6:30-7 *Saber of London*, Sterling Drug, F.

7-8 p.m.

ABC-TV 7-7:30 *Colt .45*, Whitehall, F.; 7:30-8 *Maverick*, Kaiser, Drackett, F.
CBS-TV 7-7:30 *Lassie*, Campbell Soup, F; 7:30-8 *Dennis The Menace*, Kellogg, F.
NBC-TV *Riverboat*, Corn Products, F.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Whitehall, F.
CBS-TV *Ed Sullivun Show*, Colgate, Eastman Kodak, L.
NBC-TV *Sunday Showcase*, part., L.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel*, P&G, Liggett & Myers, F; 9:30-10 *The Alaskans*, part., F.
CBS-TV 9-9:30 *GE Theater*, Gen. Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV *Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 *The Alaskans*, con.; 10:30-11 *21 Beacon St.*, P. Lorillard, F.
CBS-TV 10-10:30 *Jack Benny Show*, alt. with *George Gobel Show*, Lever; 10:30-11 *What's My Line*, Kellogg, Sunbeam, Florida Citrus Comm., L.
NBC-TV 10-10:30 *Loretta Young Show*, Toni, Philip Morris, F; 10:30-11 No network service.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special*, Whitehall alt. with Carter, L.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, Adams Corp., American Dairy Assn., Beltone, Berkshire Mills, Bissell, J. R. Clark Co., Durkee, E. I. DuPont De Nemours, Nat'l Presto, Stokely Van Camp, Arvida.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, sust., L; 8:15-9 *Captain Kangaroo*, part., L.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, cont.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *The Red Rowe Show*, sust., L; 10:30-11 *On The Go*, Helene Curtis, Lawry's Foods, Kayser-Roth, L.
NBC-TV 10-10:30 *Dough Re Mi*, Nabisco, Sweets Co., L; 10:30-11 *Play Your Hunch*, Sterling Drug, L.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *I Love Lucy*, Lever, Gerber, U.S. Steel, Menthol, Vick, Gen. Mills, Mennen, Kodak, Scott, F; 11:30-12 *December Bride*, Vick, Colgate, L.
NBC-TV 11-11:30 *The Price Is Right*, Alberto-Culver, Ponds, Corn Products, Frigidaire, Gen. Mills, Nabisco, Lever, Miles Labs., Standard Brands, Sterling Drug, Whitehall, Heinz, Brown & Williamson, L; 11:30-12 No network service.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Restless Gun*, part., F; 12:30-1 *Love That Bob*, part., L.
CBS-TV 12-12:30 *Love of Life*, American Home Products, Lever, Gen. Mills, Nabisco, Quaker Oats, L; 12:30-12:45 *Search for Tomorrow*, P&G, L; 12:45-1 *Guiding Light*, P&G, L.
NBC-TV 12-12:30 *Truth or Consequences*, Alberto-Culver, Ponds, Heinz, P&G, Standard Brands, Whitehall, Nabisco, Congoleum, Frigidaire, Borden, Miles, L; 12:30-1 *It Could Be You*, Alberto-Culver, Brillo, Corn Products, Miles, P&G, Standard Brands, Whitehall, Nestle, Ben-Gay, Ponds, Nabisco, L.

1-2 p.m.

ABC-TV 1-1:30 *About Faces*, part., L; 1:30-2 No network service.
CBS-TV 1-1:30 No network service; 1:30-2 *As the World Turns*, Carnation, P&G, Pillsbury, Vick, Sterling Drug, Nabisco, Quaker Oats, Gen. Mills, Menthol, L.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day in Court*, part., L; 2:30-3 *Gale Storm Show*, part., F.
CBS-TV 2-2:30 *For Better or Worse*, Lever, Vicks and sust. segments, L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsbury, Staley, Chicken O' the Sea, Carnation, Scott, Toni, Armstrong, L.
NBC-TV 2-2:30 *Queen For a Day*, Alberto-Culver, Congoleum, P&G, Nabisco, L; 2:30-3 *The Thin Man*, sust, T.

3-4 p.m.

ABC-TV 3-3:30 *Beat the Clock*, part., L; 3:30-4 *Who Do You Trust?*, part., L.
CBS-TV 3-3:30 *The Millionaire*, Colgate-Palm-

MY BOSS SURE LOVES THAT "GATESWAY"!

And so does everyone else who has used one of these versatile consoles.

There must be a reason why the Gatesway is the largest selling audio control console manufactured today . . . it must also be significant that broadcasters are continually writing to us saying:

"The Gatesway is the best 'put together' console we've ever seen" — "the equivalent of a custom-built unit" — "meets even the most exacting requirements" — "the Gatesway was the only one with all the features we needed" — "in a class by itself" — (to mention just a few).

When a product has overwhelming preference, it means without question, that it is the finest of its kind . . . anywhere . . . at any price.

May we have your order?

Mr. Marvin L. Fiedler, Chief Engineer of KCOR AM-TV, San Antonio, writes:

"Just wanted to let you know that I am very much pleased with the performance of my Gatesway Console. The cue and intercom feature of this console and the provision for normalling all major circuits thru jack fields puts the Gatesway in a class by itself. Our announcers, too, without exception, are completely sold on the console. In short, it was the best investment I have made here for some time."

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olive, Quaker Oats and sust., L; 3:30-4 *The Verdict is Yours*, American Home Products, Gen Mills, Toni, Lever, Sterling Drug, Scott, Mentholatum, Vicks, Chicken O' the Sea, L.
NBC-TV 3-3:30 *Young Dr. Malone*, Miles, Lever, Helene Curtis, Borden, L; 3:30-4 *From These Roots*, Helene Curtis, Nestle, Standard Brands, L.

4-5 p.m.

ABC-TV *American Bandstand*, part., L.
CBS-TV 4-4:15 *The Brighter Day*, P&G, L; 4:15-4:30 *Secret Storm*, American Home Products, Gen. Mills, Peter Paul, Scott, L; 4:30-5 *Edge of Night*, P&G, Pet Milk, American Home Products, Pillsbury, Sterling Drug, Nabisco, Mentholatum, Vick, Quaker Oats, L.
NBC-TV 4-4:30 *The House on High Street*, Alberto-Culver, Ponds, L; 4:30-5 *Split Personality*, Frigidaire, Gen. Mills, Heinz, Lever, Gold Seal, Sterling Drug, Ponds, Helene Curtis, Sweets Co., Miles, Borden, L.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont.; 5:30-6 (Tues., Fri.) *Rin Tin Tin*, part., F, (Mon., Wed.) *My Friend Flicka*, part., F, (Thurs.) *Rocky and His Friends*, part., F.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-7:15 No network service; 7:15-7:30 *News*, sust., L.
CBS-TV 6-6:45 No network service; 6:45-7 *News* (Mon. & Thurs.), American Home Products, (Tues.) Equitable, alt. Amer. Home (Wed.) Carter alt. with Gen. Foods, (Fri.) Parliament, L; 7-7:15 No network service; 7:15-7:30 *News* (Mon. & Thurs.), American Home Products, (Tues.) Equitable alt., (Wed.) Prestone alt. with Gen. Foods, (Fri.) Parliament, L.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley News*, Texaco, L; 7-7:30 No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show*, Adams Corp., Adolph's, Alberto-Culver, American Marietta, Bayuk, Ben Mont Papers, Block Drug, Bon Ami, Calgon, Durkee, F & F Labs., Dayser-Roth, Mennen, Palm Beach Co., Polaroid, Amity Leather, Sandura, W. F. Schrafft & Sons, Sealy, Stokely-Van Camp, Studebaker-Packard, Sylvania, Warner-Lambert, L.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30 *Cheyenne*, part., F.
CBS-TV 7:30-8 *Masquerade Party*, American Home Products, L.
NBC-TV 7:30-8 *Richard Diamond*, Pharmacraft, Block Drug, F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9 *Bourbon St. Beat*, part., F.
CBS-TV 8-8:30 *The Texan*, Brown & Willamson, alt. with Pharmaceutical, F; 8:30-9 *Father Knows Best*, Lever, Scott Paper, F.
NBC-TV 8-8:30 *Love and Marriage*, Noxzema, F; 8:30-9 *Tales of Wells Fargo*, Amer. Tobacco alt. with P&G, F.

9-10 p.m.

ABC-TV 9-9:30 *Bourbon St. Beat*, cont.; 9:30-10 *Adventures in Paradise*, part., F.

SPECIALS ON NETWORK TV IN JANUARY, FEBRUARY & MARCH

NBC-TV

Jan. 8: 8-9:30 p.m.
Art Carney, AC/UMS.
Jan. 10: 8-9 p.m.
Rexall Special, Rexall.
Jan. 13: 9-10 p.m.
Bob Hope Show, Buick.
Jan. 15: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T.
Jan. 16: 8:30-9:30 p.m.
Jerry Lewis, Timex.
Jan. 22: 8:30-9:30 p.m.
Pontiac Show, Pontiac.
Jan. 24: 8-9 p.m.
Our American Heritage, Equitable.
Jan. 29: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T.
Feb. 3: 7:30-9 p.m.
Hallmark Hall of Fame, Hallmark.
Feb. 5: 8-9:30 p.m.
Art Carney, AC/UMS.
Feb. 11 9-9:30 p.m.
Meet Mr. Lincoln, sponsor TBA.
Feb. 12: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T.
Feb. 14: 8-9 p.m.
Rexall Special, Rexall.
Feb. 19: 8:30-9:30 p.m.
Project 20, sponsor TBA.
Feb. 21: 8-9 p.m.
Our American Heritage, Equitable.
Feb. 24: 10-11 p.m.
Pontiac Show, Pontiac.
Feb. 26: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T.
Feb. 29: 10-11 p.m.
Paris Ala Mode, Ponds.
March 4: 8:30-9:30 p.m.
Art Carney, AC/UMS.
March 7: 8:30-9:30 p.m.
Bob Hope Show, Buick.
March 11: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T.
March 13: 8-9 p.m.
Rexall Special, Rexall.
March 18: 8:30-9:30 p.m.
Pontiac Show, Pontiac.
March 20: 6-7 p.m.
Bell Science, AT&T.
March 20: 8-9 p.m.
Our American Heritage, Equitable.
March 25: 8:30-9:30 p.m.
The 'TV Guide' Awards Show, Chrysler.

CBS-TV

Jan. 6: 10-11 p.m.
Years of Crisis.
Jan. 7: 9:30-11 p.m.
Special Tonight, General Motors, General Time.
Jan. 15: 9-10 p.m.
Rodeo, Carter.
Jan. 17: 9:30-11 p.m.
Show of The Month, duPont.
Jan. 23: Noon-1 p.m.
Young People's Concert.
Jan. 29: 8:30-10 p.m.
Buick Electra Playhouse, Buick.
Jan. 31: 7:30-9:30 p.m.
The Fabulous Fifties, General Electric.
Feb. 5: 9-10 p.m.
An Evening with Chevalier, Revlon.
Feb. 11: 9:30-11 p.m.
Show of The Month, duPont.
Feb. 12: 7:30-8:30 p.m.
CBS Reports, Bell & Howell, Goodrich.
Feb. 13: Noon-1 p.m.
Young People's Concert.
March 5: 7:30-9 p.m.
Show of the Month, duPont.
March 19: 10-11 p.m.
Jack Benny Special, Benrus, Greyhound.
March 20: 9:30-11 p.m.
Special Tonight, General Time, General Mills.
March 21: 8:30-9:30 p.m.
Revlon Hour, Revlon.
March 22: 8:30-9:30 p.m.
CBS Reports, Bell & Howell, Goodrich.

ABC-TV

Jan. 24: 5:30-7 p.m.
Bing Crosby Golf Tournament, Oldsmobile.
Feb. 15: 9:30-10:30 p.m.
Frank Sinatra Timex Special, Timex.
Feb. 19: 8:30-10 p.m.
The Citadel, General Mills, Westclox.
Feb. 29: 8:30-9:30 p.m.
Bing Crosby Show, Oldsmobile.

CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods, F; 9:30-10 *Ann Sothern Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Peter Gunn*, Bristol-Myers, R.J. Reynolds, F; 9:30-10 *Alcoa/Goodyear Theatre*, Alcoa alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*, cont., 10:30-11 *Man With a Camera*, General Electric, F.
CBS-TV 10-10:30 *Hennessey*, P. Lorillard alt. with General Foods, F; 10:30-11 *June Allyson*, duPont, F.
NBC-TV *Steve Allen*, Plymouth, L.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bronco*, alt. with *Sugarfoot*, part., F.
CBS-TV No network service.
NBC-TV *Laramie*, L&M, Warner-Lambert, Ansco Camera, P&G, Sunshine Biscuit, Miles, Colgate, F.

8-9 p.m.

ABC-TV 8-8:30 *Bronco* alt. with *Sugarfoot*, cont.; 8:30-9 *Wyatt Earp*, General Mills, P&G, F.
CBS-TV 8-8:30 *Dennis O'Keefe Show*, Oldsmobile, F; 8:30-9 *Dobie Gillis*, Philip Morris, alt. with Pillsbury, F.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Fibber McGee & Molly*, Singer alt. with Standard Brands, F.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman*, Miles Labs, Ralston, Purina, P&G, F; 9:30-10 *Philip Marlowe*, Brown & Williamson, Whitehall Labs, F.
CBS-TV 9-9:30 *Tightrope*, Pharmaceutical, 9:30-10 *Red Skelton*, S.C. Johnson, Pet Milk, L and F.
NBC-TV 9-9:30 *Arthur Murray Party*, P. Lorillard alt. with Sterling, L; 9:30-10 *Ford Specials*, Ford, T.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Aluminum Co. of America, F; 10:30-11 *Keep Talking*, Mutual of Omaha, L.
CBS-TV 10-11 *Garry Moore Show*, Kellogg, S.C. Johnson, Polaroid, Pittsburgh Plate Glass, L.
NBC-TV 10-10:30 *Ford Specials*, cont.; 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Court of Last Resort*, sust., F.
CBS-TV 7:30-8 *Be Our Guest*, sust., L.
NBC-TV 7:30-8 *Wagon Train*, Ford, National Biscuit, R.J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 *Charley Weaver Show*, Mogen David Wine, L; 8:30-9 *Ozzie & Harriet*, Eastman Kodak, Quaker Oats, F.
CBS-TV 8-8:30 *The Lineup*, cont.; 8:30-9 *Men Into Space*, American Tobacco, F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Price is Right*, Lever, Spiedel, L.

9-10 p.m.

ABC-TV 9-10 *Hawaiian Eye*, Carter, Whitehall, Ritchie, American Chicle, F.
CBS-TV 9-9:30 *The Millionaire*, Colgate, Gulf, F; 9:30-10 *I've Got a Secret*, R.J. Reynolds, Bristol-Myers, L.
NBC-TV 9-10 *Perry Como Show*, Kraft, L.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights*,

United Press International news produces!

Brown & Williamson, L; 10:45-11 Net network service.
CBS-TV 10-11 *U.S. Steel Hour*, U.S. Steel alt. with *Armstrong Circle Theatre*, Armstrong Cork, L.
NBC-TV 10-10:30 *This Is Your Life*, P&G, F; 10:30-11 *Wichita Town*, P&G, T.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Gale Storm*, Warner-Lambert, F.
CBS-TV 7:30-8 *To Tell The Truth*, Carter, Toni, L.
NBC-TV 7:30-8 *Law of the Plainsman*, Ansco Camera, Sunshine Biscuits, Renault, F.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Campbell Soup Co., F; 8:30-9 *The Real McCoys*, P&G, F.
CBS-TV 8-8:30 *Betty Hutton*, General Foods, F; 8:30-9 *Johnny Ringo*, S.C. Johnson alt. with P. Lorillard, F.
NBC-TV 8-8:30 *Bat Masterson*, Sealtest, F; 8:30-9 *Johnny Staccato*, R.J. Reynolds alt. with Bristol-Myers, F.

9-10 p.m.

ABC-TV 9-9:30 *Pat Boone Show*, Chevrolet, L; 9:30-10 *The Untouchables*, L&M, Armour, Lewis Howe, Carnation, Anahist, F.
CBS-TV 9-9:30 *Zane Grey Theatre*, S.C. Johnson, General Foods, F; 9:30-10 *Playhouse 90*, American Gas Assn., R.J. Reynolds, All State Insurance, L.
NBC-TV 9-9:30 *Bachelor Father*, American Tobacco, alt. with Whitehall, F; 9:30-10 *The Ford Show*, Ford, L.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Take A Good Look*, Dutch Master Cigars, F.
CBS-TV 10-11 *Playhouse 90*, cont.
NBC-TV 10-10:30 *You Bet Your Life*, Lever alt. with Pharmaceuticals, F; 10:30-11 *The Lawless Years*, Alberto-Culver, F.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Walt Disney Presents*, Mars, Hills Bros, Canada, Derby, Ward Baking, F.
CBS-TV 7:30-8 *Rawhide*, Parliament, Lever, H.C. Moores, Peter Paul, Vick, Nabisco, F.
NBC-TV 7:30-8 *People Are Funny*, Greyhound, Bulova, F.

8-9 p.m.

ABC-TV 8-8:30 *Walt Disney Presents*, cont.; 8:30-9 *Man From Black Hawk*, Miles, R.J. Reynolds, F.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9 *Hotel de Paree*, Kellogg, Liggett & Myers, F.
NBC-TV 8-8:30 *Troubleshooters*, Philip Morris alt. with H-A Hair Arranger, F; 8:30-9 *Specials* (see page 76 for sponsors), L.

9-10 p.m.

ABC-TV 9-10 *77 Sunset Strip*, American Chicle, Whitehall, Ritchie, R.J. Reynolds, Carter Products, F.
CBS-TV 9-10 *Desilu Playhouse*, Westinghouse, F.
NBC-TV 9-9:30 *Specials*, cont.; 9:30-10 *M-Squad*, American Tobacco, Sterling, F.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor's Detectives*, P&G, F.; 10:30-11 *Black Saddle*, L&M, Alberto-Culver, F.
CBS-TV 10-10:30 *Twilight Zone*, Kimberly-Clark, F; 10:30-11 *Person to Person*, Pharmaceuticals, Warner-Lambert, L.
NBC-TV 10-11 *Cavalcade of Sports*, Gillette, L.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV 10-11 No network service.
CBS-TV 10-10:30 *Heckle & Jeckle*, General Mills, F; 10:30-11 *Mighty Mouse*, General Foods alt. with Colgate-Palmolive, F.
NBC-TV 10-10:30 *Howdy Doody*, Continental Baking, Nabisco, L; 10:30-11 *Ruff and Reddy*, General Foods alt. with Borden, F.

11 a.m.-Noon

ABC-TV 11-12 No network service.
CBS-TV 11-11:30 *I Love Lucy*, sust., F; 11:30-12 *Lone Ranger*, General Mills, F.
NBC-TV 11-11:30 *Fury*, General Foods with Borden, F; 11:30-12 *Circus Boy*, Miles alt. with sust., F.

Noon-1 p.m.

ABC-TV 12-12:30 *Lunch with Soupy Sales*, General Foods, L; 12:30-1 *Restless Gun*, Sweets Co., F.
CBS-TV 12-12:30 *Sky King*, Nabisco, L; 12:30-1 No network service.
NBC-TV 12-12:30 *True Story*, Sterling Drug, ½ F; 12:30-1 *Detective's Diary*, Sterling Drug, F.

1-2 p.m.

NBC-TV 1-1:30 *Mr. Wizard*, sust.; 1:30-2 No network service.

2-7:30 p.m.

CBS-TV 2-conclusion. *Professional Hockey*, Standard Oil, Carling, Stroh Brewing, L;
NBC-TV 2-2:15 No network service; 2:15-4:30 *NBA Basketball*, Bayuk, Anheuser-Busch, General Mills, L; 4:30-5 *Racing from Hialeah*, Bayuk and sust.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Dick Clark Show*, Beech-Nut, Life Savers, L.
CBS-TV 7:30-8 *Perry Mason*, Colgate, Gulf, Hamm, Philip Morris, Sterling Drug, F.
NBC-TV 7:30-8 *Bonanza*, RCA, L&M, F.

8-9 p.m.

ABC-TV 8-8:30 *John Gunther's High Road*, Ralston; 8:30-9 *Leave It To Beaver*, Ralston, F.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9 *Wanted—Dead or Alive*, Brown & Williamson alt. with Kimberly-Clark, F.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Man and The Challenge*, Chemstrand alt., with R.J. Reynolds, F.

9-10 p.m.

ABC-TV 9-10 *Dodge Dancing Party*, Dodge, L.
CBS-TV 9-9:30 *Mr. Lucky*, Lever, Brown & Williamson, F; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *The Deputy*, Kellogg alt. with General Cigar, F; 9:30-10 *Five Fingers*, Warner-Lambert, P&G, Helene Curtis, Bristol-Myers, Corning Glass, Brown & Williamson, F.

10-11 p.m.

ABC-TV 10-11 *Jubilee, USA*, Massey-Ferguson, Williamson-Dickie, Nat'l Carbon, L.
CBS-TV 10-10:30 *Gunsmoke*, Liggett & Myers, Remington Rand, F; 10:30-11 *Markham*, Schlitz, Liggett & Myers, F.
NBC-TV 10-10:30 *Five Fingers*, cont.; 10:30-11 *It Could Be You*, Pharmaceuticals, L.

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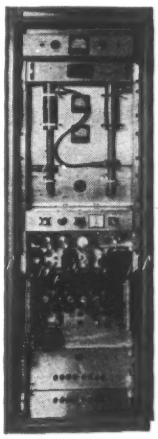

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Station Authorizations, Applications

As Compiled by BROADCASTING

December 21 through December 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATION

***Kansas City, Mo.—School District** uhf ch. 19 (500-506 mc); ERP 18.08 kw vis., 9.83 kw aur.; ant. height above average terrain 506 ft., above ground 474 ft. Estimated construction cost $213,700, first year operating cost $134,120. P.O. address 504 E. Ninth St., Kansas City, Mo. Studio location 1211 McGee, Kansas City, Mo. Trans. location 414 E. 12th St., Kansas City, Mo. Geographic coordinates 39° 06' 01" N. Lat., 94° 34' 39" W. Long. Trans. RCA TTU-1B, ant. GE Ty-24b. Ann-Dec. 28.

Existing Tv Stations

ACTIONS BY FCC

KXII-TV Ardmore, Okla.—Granted waiver of Sec. 3.562(a) of rules to identify itself as Ardmore - Sherman - Denison station. Comr. Bartley dissented. Ann Dec. 23.

KOB-TV Albuquerque, N.M.—Granted request for waiver of Sec. 3.651(c) of rules for 90 days to permit showing of "mood" (still picture) slides while transmitting stereophonic sound broadcasts between 9 and 11 a.m. Sundays in conjunction with its KOB in Albuquerque. Comrs. Bartley and Ford dissented; latter with following statement:

"I have consistently opposed authorization of aur. tv transmissions which have purpose of supplying one of the components of stereo radio transmission system. I do not believe that this type of operation aids in any way development of acceptable broadcast stereo system. In fact, such transmissions may hamper such development in that they encourage usage which holds no promise of eventual adoption. These authorizations offer nothing in way of experimental or developmental program, yet occupy 6 mc of radio frequency spectrum where few kc should suffice.

"The purpose of Commission rule which requires tv broadcaster to transmit programs of primarily vis. interest is in keeping with aims and purposes and bandwidth for which tv stations are licensed and it is not advisable to permit diversion from these aims." Ann. Dec. 23.

New Am Stations

APPLICATIONS

Crystal, Minn.—Crystal Bcstg. Co. 690 kc, 5 kw D. P.O. address 5617 Corvallis Ave. N., Crystal, Minn. Estimated construction cost $58,600, first year operating cost $65,777, revenue $94,800. Principals include **Donald E. Nebelung** 30.9% and others. Mr. Nebelung is in tv sales and service. Ann. Dec. 22.

Laurel, Miss.—Harold M. Hoss 1490 kc, 25 kw. P.O. address Box 2367, Laurel, Miss. Estimated construction cost $14,250, first year operating cost $34,500, revenue $40,000. Applicant is in oil drilling and exploration business. Ann. Dec. 28.

Gowanda, N.Y.—James Bcstg. Inc. 1430 kc, 5 kw D. P.O. address 110 W. Third St., Jamestown, N.Y. Estimated construction cost $38,461, first year operating cost $35,000, revenue $40,000. Applicant is **Simon Goldman** who is general manager of WJTN Jamestown, N.Y. Ann. Dec. 28.

Granite Falls, N.C.—Felix C. Abernethy 1580 kc. 5 kw D. P.O. address 264 Crepe Myrtle Dr., Winston-Salem, N.C. Estimated construction cost $14,792, first year operating cost $24,000, revenue $31,000. Applicant is semi-retired and has no other broadcast interests. Ann. Dec. 29.

Windber, Pa.—Windber Bcstg. Co. 1350 kc, 1 kw D. P.O. address Box 240 Bradenton, Fla. Estimated construction cost $15,361, first year operating cost $40,000, revenue $48,000. Principal applicant is **Robert R. Nelson** 90%, who is majority owner of WBRD Bradenton, Fla. Ann. Dec. 29.

Kershaw, S.C.—Kershaw Bcstg. Corp. 1300 kc, 5 kw D. P.O. address 502 W. Church St., Kershaw, S.C. Estimated construction cost $8,000, first year operating cost $15,000, revenue $20,000. Principals include **Jess B. Tatum, Wylie L. Baker** and others, 10% each. Mr. Tatum owns machinery company; Mr. Baker owns machinery repair shop.

Rapid City, S.D.—John L. Breece 1150 kc, 5 kw D. P.O. address 8013 N. 10th St., Phoenix, Ariz. Estimated construction cost $7,600, first year operating cost $24,000, revenue $30,000. Applicant is 33⅓% owner of KUPD-AM-FM Tempe, Ariz. Ann. Dec. 28.

Chester, Va.—Virginia Regional Bcstrs. 1410 kc, 5 kw D. P.O. address 1805 Cooper Rd., Richmond, Va. Estimated construction cost $22,200, first year operating cost $50,000, revenue $72,000. Principal applicant is **John Laurino**, 92%, who is majority owner of WCRC Scotland Neck, N.C. Ann. Dec. 28.

Luray, Va.—Blue Ridge Bcstrs. 970 kc, 5 kw D. P.O. address 443 N. Main St., Manassas, Va. Estimated construction cost $18,075, first year operating cost $50,000, revenue $55,000. Applicants are **Dr. Samuel J. Cole**, 75%, and **J.R. Mims Sr.**, 25%. Dr Cole is optometrist. Mr. Mims is architect. Ann. Dec. 28.

Wakefield, Va.—Stuart W. Epperson 1410 kc, 1 kw D. P.O. address Ararat, Va. Estimated construction cost $16,103, first year operating cost $16,000, revenue $20,000. Applicant is employe of WPAQ Mt. Airy, N.C. Ann. Dec. 28.

Existing Am Stations

ACTIONS BY FCC

WAMO Homestead, Pa.—Waived Sec. 3.28 (c)(3) and granted application to change operation on 860 kc from 250 w D, to 1 kw, DA-D, and change location to Pittsburgh, Pa.; engineering conditions. Chmn. Doerfer and Comr. Lee dissented. Ann. Dec. 22.

WKOK Sunbury, Pa.—Granted request for waiver of 309(b) letter and designated for hearing application to change facilities from 1240 kc, 250 w, unl., to 1070 kc, 1 kw-N, 10 kw-LS, DA-2; made WLYC Williamsport, Pa., party to proceeding. Comr. Ford dissented to waiver of 309(b) letter. Ann. Dec. 22.

WSAC Radcliff, Ky.—Waived Sec. 3.30(a) of rules and granted mod. of license to change station location to Fort Knox, conditioned that station identification must be made so as to indicate clearly that station is civilian activity which is in no way sponsored by or in any manner connected with Army or other agencies of U.S. government. (Operates on 1470 kc, 1 kw D.) Ann. Dec. 22.

WESC Greenville, S.C.—Granted change on 660 kc from 5 kw D, to 10 kw, DA-D; engineering conditions. Comr. Ford dissented. Ann. Dec. 22.

APPLICATIONS

KXAR Hope, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Dec. 22.

KTKR Taft, Calif.—Cp to increase power from 500 w to 1 kw, and install new trans. (1310 kc). Ann. Dec. 28.

WCNH Quincy, Fla.—Cp to increase daytime power from 250 w to 1 kw, install new trans. (1230 kc). Ann. Dec. 22.

WANE Fort Wayne, Ind.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1450 kc). Ann. Dec. 28.

WIEL Elizabethtown, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Dec. 28.

KEUN Eunice, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Dec. 28.

WMEX Boston, Mass.—Amendment to application for cp to increase daytime power from 10 kw to 50 kw, make changes in DA system and change type trans. (1510 kc). Ann. Dec. 28.

WKST New Castle, Pa.—Cp to increase daytime power from 1 kw to 5 kw, change from employing DA-N only to DA-2 and install new trans. (1280 kc). Ann. Dec. 28.

WLOV Cranston, R.I.—Mod. of license to change station location to Providence, R.I., and change studio location. Ann. Dec. 22.

WPCC Clinton, S.C.—Cp to increase power from 500 w to 1 kw and install new trans. (1410 kc). Ann. Dec. 22.

New Fm Stations

ACTIONS BY FCC

St. Louis, Mo.—Hess-Hawkins Co. Granted 101.1 mc, 37 kw. P.O. address 561 Grand Ave., Brooklyn, N.Y. Estimated construction cost $28,500, first year operating cost $30,000, revenue $40,000. Hess-Hawkins Co. owns WAMV St. Louis. Applicant fm will duplicate am programming. Ann. Dec. 22.

St. Louis, Mo.—220 Television Inc. Granted 97.3 mc, 25.5 kw. N. P.O. address 220 N. Kings highway, St. Louis, Mo. Estimated constructions cost $26,300, first year operating cost $25,000, revenue $30,000. Applicant is owner of KPLR-TV St. Louis. Ann. Dec. 22.

Rochester, N.Y.—Community Music Service Inc. Granted 96.5 mc 1.35 kw. P.O. address 60 Landing Park, Rochester 10, N.Y. Estimated construction cost $7,350, first year operating cost $16,698, revenue $17,000. Principals are Stanley R. Swanson, 9.3%, and 89 other voting stockholders. Ann. Dec. 22.

Houston, Tex.—Veterans Bcstg. Co. Granted 102.9 mc, 17.5 kw. P.O. address Box 2135 Houston, Tex. Estimated construction cost $17,525. Veterans Bcstg. Co. is licensee of KNUZ Houston. Applicant fm will duplicate KNUZ programming. Ann. Dec. 22.

APPLICATIONS

Grand Rapids, Mich.—Ottawa Bcstg. Corp. 94.5 mc, 36.96 kw. P.O. address Route 31 & James St., Holland, Mich. Estimated construction cost $26,590, first year operating cost $30,000, revenue $37,500. Principals include **Bernard Brookema,** 50.9% and others. Mr. Brookema is 50% owner of WJBL Holland, Mich. Ann. Dec. 28.

Tomah, Wis.—Tomah-Mauston Bcstg. Co. 98.9 mc, 19.38 kw, P.O. address 1016½ Superior Ave., Tomah, Wis. Estimated construction cost $13,500, first year operating cost $48,000, revenue $56,000. Applicant is licensee of WTMB Tomah, Wis. Ann. Dec. 22.

Ownership Changes

ACTIONS BY FCC

WTRL Bradenton, Fla.—Granted assignment of licenses to **Fletcher-Mitchell Corp.** (KCBC Des Moines, Iowa), and owners have

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through December 29

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,389	65	73	765
FM	629	44	164	117
TV	466[1]	56	98	132

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through December 29

	VHF	UHF	TV
Commercial	446	76	522
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through November 30, 1959

	AM	FM	TV
Licensed (all on air)	3,385	609	466[1]
CPs on air (new stations)	56	55	56[2]
CPs not on air (new stations)	85	159	99
Total authorized stations	3,526	823	672
Applications for new stations (not in hearing)	506	83	61
Applications for new stations (in hearing)	234	27	60
Total applications for new stations	740	110	121
Applications for major changes (not in hearing)	630	32	34
Applications for major changes (in hearing)	175	6	17
Total applications for major changes	805	37	51
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

interests in KPIG Cedar Rapids, Iowa and KLIN Lincoln, Neb.; consideration $240,000. Ann. Dec. 22.

WAVP Avon Park, Fla.; WKBX Kissimmee, Fla.—Granted assignment of licenses and cp to Mid-Florida Bcstg. Inc.; stock transaction to effect consolidation of assignor-licensees. Ann. Dec. 22.

KGMB-AM-TV Honolulu; KHBC-AM-TV Hilo, KMAU-TV Wailuku, all Hawaii—Granted transfer of control from **Hialand Development Corp.** to **Honolulu Star-Bulletin Ltd.** (now 24.55% owner) through exercise of option to purchase remaining stock; consideration $2,354,066; conditioned (1) within 90 days from date of consummation **Herbert M. Richards** dispose of (a) his directorships and any other interest in Honolulu Star-Bulletin and in Hawaiian Trust Co. Ltd., or (b) his stock interest and creditor interest in Radio Honolulu Ltd. (KONA-TV) Honolulu, by sale to someone not in family or business privity with him of all stock in said licensee and of all of debentures of said company presently owned by him; and (2) **Robert R. Midkiff** dispose of (a) his officer and directorship interests in the Hawaiian Trust Co. Ltd., or (b) his directorship in Advertiser Publishing Co. Ltd. (KGU) Honolulu, and the owner of about 49% of stock of Radio Honlulu Ltd. (KONA-TV) Honolulu. Ann. Dec. 22.

WCMI-AM-FM Ashland, Ky.—Granted assignment of licenses to **WCMI Inc.**; consideration $163,000. Donald J. Horton, assignee president, has interest in WVLK Lexington, Ky., WFKY Frankfort, Ky., and WHOO-AM-FM Orlando, Fla. Ann. Dec. 22.

WBAI (FM) New York, N.Y.—Granted transfer of control from **Louis** and **William P. Schweitzer** to **Pacifica Foundation**; gift—no monetary consideration; conditioned that immediately upon consummation of transfer SCA authorization be surrendered for cancellation. Pacifica, non-profit educational institution, is licensee of KPFA (FM) and *KPFB (FM) Berkeley, *KPFK (FM) Los Angeles. Ann. Dec. 22.

WOMP-AM-FM Bellaire, Ohio—Granted assignment of licenses to WCMI Inc.; consideration $170,000. **Donald J. Horton**, assignee president, has interest in WVLK Lexington, and WFKY Frankfort, both Kentucky, and WHOO-AM-FM Orlando, Fla. Ann. Dec. 22.

KCYN Guymon, Okla.—Granted acquisition of positive control by **T.M. Raburn Jr.** (now 40% owner) through purchase of remaining stock from **John B.** and **Joyce Hitch Gray** and **H.C. Hitch Jr.**; consideration $98,250. Ann. Dec. 22.

WLSC Loris, S.C.—Granted assignment of license to **Pee Dee Bcstg. Co.** (WATP Marion); consideration $45,000. Ann. Dec. 22.

KLBS Livingston, Tex.—Granted (1) renewal of license and (2) assignment of license to **Polk County Bcstg. Service Inc.** (**Veneshia S. Robinson** and **Elmer J. Griffin Sr.**, latter has interest in KLBG Liberty); consideration $5,000. Ann. Dec. 22.

APPLICATIONS

WAVC Boaz, Ala.—Seeks assignment of cp of **Cicero Bcstg. Co.** from **Vearl Cicero**, sole owner, to Mr. Cicero 75% and **Charles K. Sparks** 25% for $10,625 paid by Mr. Sparks to Mr. Cicero. Ann. Dec. 29.

KDQN DeQueen, Ark.—Seeks assignment of license from **R.C. McKeever**, sole owner to **Asher & Little Jimmie Bcstg. Co.** for $40,000. Applicants are **Asher** and **James L. Sizemore**, equal partners. Asher Sizemore is station manager of WKLX Paris, Ky. James L. Sizemore is employe of mortgage company. Ann. Dec. 22.

KAAR (FM) Oxnard, Calif.—Seeks transfer of control of Oxnard Bcstg. Corp. from **Paul R. Schneider** and **James W. Klopp**, equal partners, to Mr. Schneider, sole owner for $42,000 paid to Mr. Klopp. Ann. Dec. 29.

KOXR Oxnard, Calif.—Seeks transfer of control of **Oxnard Bcstg. Corp.** from **Paul R. Schneider** and **James W. Klopp**, equal partners, to Mr. Schneider, sole owner for $42,000 paid to Mr. Klopp. Ann. Dec. 29.

KROG Sonora, Calif.—Seeks assignment of license from **KROG Inc.** to **Harlan L. Egan** and **Ralph P. Bowen**, equal partners, for $25,000. Both purchasers are employes of NBC. Ann. Dec. 28.

WJUD St. Johns, Mich.—Seeks assignment of cp from **Justin F. Marzke**, sole owner to **Clinton County Bcstg. Inc.** Change to corporation. No financial consideration involved. Ann. Dec. 28.

KWRW Guthrie, Okla.—Seeks assignment of license from **Guthrie Bcstrs.** to **Howard D. Smith**, sole purchaser, for $56,000. Mr. Smith who formerly owned funeral parlor, was inactive in business in 1959. Ann Dec. 29.

KHTV (TV) Portland, Ore.—Seeks involuntary assignment of cp from **KHTV Inc** to **Bernard B. Cantor**, trustee in bankruptcy. Ann. Dec. 22.

WNCC Barnesboro, Pa.—Seeks assignment of license from **North Cambria Bcstrs. Inc.** to **J. Howard Bair** and **Eric M. Bauer**, equal partners, for $71,300 plus agreement not to compete for five years. Mr. Bair and Mr. Bauer are employes of WCMB Harrisburg, Pa. Ann. Dec. 22.

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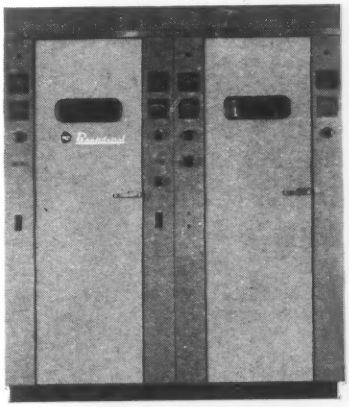

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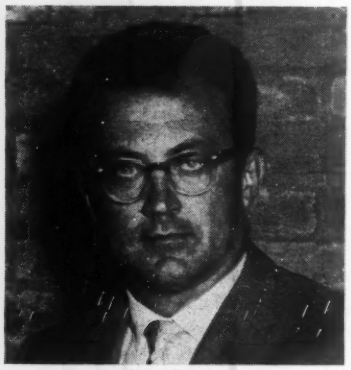

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WDAR Darlington, S.C.—Seeks assignment of license from **Community Bcstrs.** to **Walter P. Pearce,** sole purchaser, for $61,750. Mr. Pearce is general manager of WATP Marion, S.C. Ann. Dec. 28.

KCLE-AM-FM Cleburne, Tex.—Seeks assignment of license from **Marti Inc.** to **Jim Gordon Inc.** for $145,000 plus agreement to employ Marti Inc. 12 years for engineering services for $21,000. Purchaser is **Jim Gordon,** who is former commercial manager of KCEN-TV Temple, Tex. Ann. Dec. 28.

WTRO Dyersburg, Tenn.—Seeks assignment of license from **Southern General Bcstg. Inc.** to **McQueen & Co.** for $70,000. Applicants are **D. Mitchell Self, Rex McQueen,** 33⅓% each and others. Mr. Self is formerly station manager of WSUH Oxford, Miss. Mr. McQueen is restaurant owner. Ann. Dec. 29.

WYFI-FM Norfolk, Va.—Seeks assignment of license from **Electronics Research Inc.** to **WBOF-TV Inc.** for $7,000 plus agreement to lease. Applicants are **J. Leo Hoarty Jr., J. Sidney Banks, J.B. Sadler,** and **W.W. McClanan Jr.,** 25% each. Mr. Hoarty is general manager of WBOF (TV) Virginia Beach, Va. and 19.48% owner. Each of above applicants are 19.48% owners of WBOF (TV). Ann. Dec. 22.

Hearing Cases

FINAL DECISION

By order, Commission made effective immediately Nov. 3 initial decision, as modified by Commission, and granted application of Mon-Yough Bcstg. Co. to increase daytime power of WMCK McKeesport, Pa., from 1 kw to 5 kw, continuing operation on 1360 kc with 1 kw-N; DA-N. Ann. Dec. 22.

INITIAL DECISIONS

Hearing Examiner J. D. Bond issued initial decision looking toward granting application of Equitable Publishing Co. for new am station to operate on 1440 kc 500 w, DA-D, in Lansdale, Pa., and denying application of Donald W. Huff for same facilities. Ann. Dec. 22.

OTHER ACTIONS

By letter, Commission denied petition by John C. Cohan (KVEC) San Luis Obispo, Calif., to designate for hearing application of Rex O. Stevenson to change trans. site of KSLY San Luis Obispo. Ann. Dec. 22.

Commission designated for consolidated hearing application of Atom Bcstg. Corp. for cp for new am station (WAUB) in Auburn, N.Y., with applications of WMBO Inc., and Auburn Pub. Co. for renewal of licenses, respectively, of WMBO-AM-FM also in Auburn. Comrs. Lee and Cross dissented. By letters, denied related petitions.

Commission granted WAUB application on May 21, 1958. WMBO-AM-FM petitioned for reconsideration on ground that Auburn could not support another broadcast station. On Aug. 5, 1958 Commission granted petition to extent of providing opportunity to argue their contention and directed them to file early renewal applications to be considered with WAUB application in determining who is the best qualified to operate in Auburn if WMBO-AM-FM prove that Auburn cannot support another station. Ann. Dec. 22.

Suburban Bcstrs., Elizabeth, N.J.—Designated for hearing application for new class A fm station to operate on 103.1 mc; made WNEW-FM New York, N.Y., party to proceeding. Ann. Dec. 22.

Radio Cabrillo, Radio Atascadero, Atascadero, Calif., Cal-Coast Bcstrs., Santa Maria, Calif.—Designated for consolidated hearing applications for new am stations of Radio Atascadero to operate on 1490 kc, 100 w, unl. and Cal-Coast to operate on 1480 kc 1 kw, D; by letter, dismissed because of late filing application of Radio Cabrillo for new station on 1480 kc 500 w, D. Ann. Dec. 22.

By order, Commission denied request by Coffee County Bcstrs Inc., for expedited consideration of its application for new am station to operate on 1310 kc 1 kw, D, in Douglas, Ga., or for special authority to construct and operate pending final consideration. Ann. Dec. 22.

By memorandum opinion and order, Commission denied petition by The Washington Post Co. (WTOP) Washington, D.C., to enlarge issues in consolidated proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Ann. Dec. 22.

By memorandum opinion and order, Commission (1) denied petition by WIBS Inc. (WIAC) Santurce, P.R., to enlarge issues in proceeding on application of Radio Americas Corp. to change facilities of station WORA Mayaguez, P.R., from 1150 kc. 1 kw. unl. to 760 kc. 5 kw. unl. DA and (2) on own motion, reopened record for evidence on 10% rule question and directed Examiner to issue supplemental initial decision on that issue and (3) stayed effective date of Dec. 7 initial decision (which looked toward grant of application) pending final determination of added issue. Ann. Dec. 22.

By memorandum opinion and order, Commission, on protest and petition for reconsideration by Kern County Bcstg. Co. (KLYD-TV ch. 17), Bakersfield, Calif., designated for hearing application of Bakersfield Bcstg. Co. to change trans. location of station KBAK-TV (ch. 29), Bakersfield, from about 6 miles north of that city to site atop Breckenridge Mountain, about 24 miles east northeast of Bakersfield, make changes in equipment, type trans. and ant., increase vis. ERP from 19.2 kw to 120 kw and increase ant. height from 630 to 3,690 ft.; postponed effective date of Oct. 20 grant of application; and made Kern County party to proceeding. Ann. Dec. 23.

By memorandum opinion and order, Commission granted petition by WKOX Inc., Beverly, Mass., and amended issues in the proceeding on eight applications (including WKOX) for new am stations in Mass. and Conn. involving proposed use of 1550 and 1570 kc to include consideration of possible waiver of city-coverage requirements in connection with WKOX application and, on Commission's own motion, added similar issue as to proposals of Berkshire Bcstg. Corp., Hartford, Conn., and United Bcstg. Inc., Beverly. Ann Dec. 22.

KSAY Oakland, Calif.—Is being advised that application for renewal of license indicates necessity of hearing because of induced electricity energizing loading cranes at Oakland Army Terminal. Also by letter, Commission denied Army request that renewal application be dismissed on ground that it was incomplete and tardily filed. Ann. Dec. 22.

Claiborne Bcstg Co., Tazewell, Tenn.—Designated for hearing application for new am station to operate on 1250 kc 500 w D, in consolidated proceeding on applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Ann Dec. 22.

KDEF Albuquerque, N.M.—Designated for hearing application to change operation on 1150 kc from 1 kw D, to 500 w-N, 1 kw-LS, DA-N. Ann. Dec. 22.

Jefferson County Bcstg. Co., Madras, Ore., Ralph J. Silkwood, Klamath Falls, Ore.—Designated for consolidated hearing applications for new am stations to operate on 900 kc 1 kw, D. Ann. Dec. 22.

Routine Roundup

Commission invited comments by Feb. 8, 1960 to proposed amendment to CONELRAD manual for broadcast stations which would establish transmission tolerance specifications for CONELRAD attention signal. This signal is used to call attention to ensuing alert message. Office of Civil & Defense Mobilization requested tolerance standards to spur development and production of am-fm CONELRAD alert receivers for sale to general public.

There are 86 key am stations operating on 24-hour basis in CONELRAD program at request of Commission. They provide backbone of alerting system. All licensees of Commission are required to install means to receive CONELRAD alert. In majority of cases broadcast station is monitored by other services in order to receive alert. In addition, general public would receive alert from broadcast stations. CONELRAD attention signal is also used to alert public to emergency weather warnings.

Commission has been encouraging development of State Defense Networks by its various State Industry Advisory Committees. Several of these committees have or are in process of developing Emergency (fm) Defense Networks. Advantage is being taken of fm coverage which does not change much with time of day or atmospheric conditions.

Since general public needs to be alerted to any emergency during normal non-listening hours, developments of am-fm broadcast alert receiver would provide effective means. Manufacturers indicate that adoption of proposed tolerances is necessary prior to production for public sale.

Commission granted applications by Purdue U., Lafayette, Ind., for experimental educational uhf tv airborne operations to be conducted during 1960-1961 school year, beginning next September. University proposes to beam from air educational programs to participating schools, colleges, and universities within radius of 150 to 200 miles off Montpelier, Ind. (At Deadline, Dec. 28). Ann. Dec. 23.

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ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Granted petition by Liberty Tv Inc., for an extention of time to Jan. 18 to file replies to exceptions to initial decision in proceeding on its application and that of KEED Inc., for new tv stations to operate on ch. 9 in Eugene, Ore. Action Dec. 22.

By Chief Hearing Examiner James D. Cunningham

Denied petition by Interstate Bcstg. Inc. (WQXR) New York, for leave to intervene in proceeding on application of Ulster County Bcstg. Co., for new am station in Ellenville, N.Y. Action Dec. 23.

Scheduled for hearing following proceedings on dates shown: Feb. 17: Sam H. Bennion and James O. Wallentine for new tv stations to operate on ch. 10 in Pocatello, Idaho; Feb. 18: am application of Hiawathaland Bcstg. Co. (WSOO) Sault Ste. Marie, Mich., Coast Ventura Co. (KVEN-FM) Ventura, Calif.; Feb. 25: am applications of William P. Ledbetter and E.O. Smith, Tolleson, Ariz.; March 1: matter of revocation of license of Mile High Station Inc., for am station KIMN Denver, Col.; March 7: applications of The Walmac Co., for renewal of licenses of stations KMAC and KISS (FM) San Antonio, Tex. Action Dec. 21.

By Hearing Examiner J.D. Bond

Granted petition by High Fidelity Stations Inc. (KPAP) Redding, Calif., for leave to amend its am application to supply current financial statement as well as verified financial statements of two named stockholders. Action Dec. 22.

Scheduled further prehearing conference for Jan. 8, and amended Dec. 15 order to provide that responsive pleadings to all amendment proposals pending as of Dec. 31 may be filed not later than Jan. 6, and that oral argument on such pleadings will be heard at further prehearing conference in consolidated proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Dec. 16.

Granted request by Irvenna Bcstg Co. for extension of time from Dec. 21 to Jan. 18 to exchange drafts of engineering exhibits in proceeding on its application for a new am station in Irvine, Ky., et al. Action Dec. 18.

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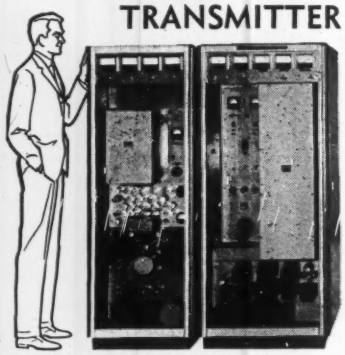

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By Hearing Examiner Basil P. Cooper

Granted petition by Grabet Inc. Radio Enterprises for leave to amend its application to reflect agreement with W.H. Hansen, competing applicant, changes in stock ownership or options, etc., in proceeding on their applications for new am station in Tucson, Ariz. Action Dec. 21.

By Hearing Examiner Thomas H. Donahue

Issued order following pre-hearing conference in proceeding on am applications of Cannon System, Ltd. (KIEV) Glendale, Calif., et al.; scheduled Jan. 4 for exchange of exhibits and Jan. 25 for hearing. Action Dec. 18.

By Hearing Examiner Charles J. Frederick

Granted motion by John W. Davis, protestant, to correct transcript in proceeding on application for consent to assignment of licenses of stations KPAM and KPFM (FM) Portland, Ore. Action Dec. 17.

Received in evidence Tri-Cities Bcstg. Co. exhibit no. 10-13, and closed record in consolidated proceeding on Tri-Cities application and those of Madison County Bcstrs and East Side Bcstg. Co., for new am stations in Granite City, Ill. Action Dec. 17.

Continued hearing scheduled for Jan. 4 to date to be established by subsequent order, scheduled prehearing conference for Jan. 4, and, in addition to matters usually considered at prehearing conference, there will be oral argument on question of granting what purports to be petition to amend by Madison Bcstrs. for new am station in Madison, S.D. Action Dec. 17.

Scheduled prehearing conference for Jan. 8 in matter of revocation of license of Mile High Stations Inc., for standard broadcast station KIMN Denver, Colo. Action Dec. 22.

By Hearing Examiner Isadore A. Honig

Upon request by Broadcast Bureau and with consent of other parties, extended time to file proposed findings of fact and conclusions from Dec. 29 to Jan. 13, and for replies from Jan. 15 to Feb. 1 in proceeding on am applications of The Tobacco Valley Bcstg. Co., Windsor, Conn., et al. Action Dec. 21.

Upon request by Ellenville Bcstg. Co., and with consent of other parties, extended from Dec. 22 to Jan. 5 date for preliminary exchange by Ellenville of its engineering exhibits relative to question of overlap by Catskills proposal in proceeding on applications of Ellenville and Catskills Bcstg. Co., for new am stations in Ellenville, N.Y. Action Dec. 22.

On own motion, postponed to dates to be set by subsequent orders prehearing conference and hearing scheduled for Jan. 8 and Feb. 23, respectively, pending further action by Commission on matter of consolidating several additional applications for hearing, in consolidated proceeding on fm applications of Blue Island Community Bcstg. Inc., Blue Island, Ill., et al. Action Dec. 22.

By Hearing Examiner Annie Neal Huntting

Granted request by Consolidated Bcstg. Industries Inc., Natick, Mass., and United Bcstg. Inc., Beverly, Mass., for extension of time from Dec. 14 to Dec. 18 to exchange drafts of engineering exhibits and technical evidence; applications are in consolidated proceeding with am applications of County Bcstg. Corp., Gloucester, Mass., et al. Action Dec. 17.

Granted petition by Ulster County Bcstg. Co. for continuance without date of prehearing conference and hearing now scheduled for Dec. 18 and Jan. 28, respectively, pending consideration by Commission of petition for reconsideration of order of designation by Ulster in proceeding on his application for new am station in Ellenville, N.Y. Action Dec. 17.

By Hearing Examiner H. Gifford Irion

Scheduled conference for Jan. 8, at 2 p.m., to which applicants in group B are expected to attend, in consolidated proceeding on am applications of Charles J. Lanphier, Golden Valley, Minn., et al. Action Dec. 22.

By Hearing Examiner David I. Kraushaar

On own motion, scheduled prehearing conference for 2 p.m., Jan. 7 in proceeding on am application of Hiawathaland Bcstg. Co. (WSOO) Sault Ste. Marie, Mich. Action Dec. 22.

On own motion, scheduled prehearing conference for 2 p.m., Jan. 8 in proceeding on applications of William P. Ledbetter and E.O. Smith for new am stations in Tolleson, Ariz. Action Dec. 22.

By Hearing Examiner Jay A. Kyle

Reopened record in proceeding on applications of Walter G. Allen and Marshall County Bcstg. Inc., for new am stations in Huntsville and Arab, both Alabama, granted motion by Mr. Allen to correct transcript, and closed record. Action Dec. 18.

On own motion, scheduled prehearing conferences in following proceedings on dates shown: Feb. 8: application of WPGC Inc. (WPGC) Morningside, Md.; Feb. 9: WBUD Inc. and Concert Network Inc., for new fm stations in Trenton, N.J.; Feb. 10: on application of Martin Karig for new am station in Johnstown, N.Y.; Feb. 11: am applications of Frank A. Taylor, Haines City, Fla., et al. Action Dec. 18.

By Hearing Examiner Elizabeth C. Smith

By order, pursuant to agreement at Dec. 11 prehearing conference, established groups 1, 2 and 3 and scheduled following dates for exchange of engineering data and for further prehearing conferences by groups in proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al: preliminary exchange of engineering data for group 1, Jan. 21, group 2, Feb. 5, group 3, March 1; exchange of engineering exhibits group 1, Feb. 18, group 2 March 15, group 3 April 5; further prehearing conference group 1, 9 a.m., Feb. 25, group 2 April 1 and group 3 April 11. Action Dec. 21.

Granted petition by National Bcstg. Co., (WRCA) New York, N.Y., for leave to amend its am application to show substituted application for operation at High Island, N.Y., instead of at Port Washington, N.Y.; granted motion by Broadcast Bureau to remove the application, as amended, from hearing and return to processing line. Action Dec. 21.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 18

National Bcstg. Co., Los Angeles, Calif.—Granted renewal of license for low power broadcast unit with conditions.

WKNB New Britain, Conn.—Granted license covering installation of new trans. for aux. use.

KBES-TV Medford, Ore. — Granted corrected license re geographic coordinates and ant. height above average terrain.

KERO-TV Bakersfield, Calif.—Granted cp to replace existing modulator exciter unit of aur. trans and to correct geographic coordinates.

KCTV (TV) San Angelo, Tex.—Granted cp to replace expired permit covering changes in tv station.

WTTF Tiffin, Ohio—Granted mod. of cp to make changes in DA pattern and to change type trans. (formerly Malrite Bcstg. Co.).

Following stations were granted extensions of completion dates as shown: WPCA-TV Camden, N.J., to Feb. 15; WNED-TV Buffalo, N.Y., to April 2; W74AE Springfield Television Bcstg. Corp., Lebanon, Hanover, N.H., White River Junction, Vt., to June 16; WIPM-TV Mayaguez, P.R., to April 15; KLUB-FM Salt Lake City, Utah, to Jan. 15.

Actions of December 17

KACI The Dalles, Ore.—Granted change of remote control authority.

Granted mod. of licenses and cps to change name of RKO Teleradio Pictures Inc., to RKO General Inc., of following: WGMS-FM Washington, D.C; WGMS Bethesda, Md.; WRKO-FM-WNAC Boston, Mass.; KHJ-TV Los Angeles, Calif.; WNAC-TV Boston, Mass.; WOR-TV New York; WHBQ-TV Memphis, Tenn.; KHJ-AM-FM Hollywood, Calif.; WHBQ Memphis, Tenn.; WOR-AM-FM New York; KFRC-AM-FM San Francisco, Calif.

KSHO-TV Las Vegas, Nev.—Granted cp to change ERP to vis. 11.5 kw, aur. 5.75 kw, change trans. and studio locations, type ant., ant. system and ant. height to 110 ft.; waived Sec. 3.613 of rules.

WBIQ Birmingham, Ala.—Granted cp to replace expired permit for changes in noncommercial educational tv station.

Actions of December 16

WBBZ Ponca City, Okla.—Granted assignment of license to **Gareth B.** and **Allan W. Muchmore**, executors of estate of **Clyde E. Muchmore**, deceased, and **Gareth B.** and **Allan W. Muchmore** d/b under same name.

KOHI St. Helens, Ore.—Granted assignment of cp to **Columbia County Bcstrs. Inc.**

WARN Ft. Pierce, Fla.—Granted assignment of cp to South Jersey Bcstg. Co.

KJLM San Diego, Calif.—Granted extension of authority to remain silent for period through Feb. 19; conditions.

KART Jerome, Idaho—Granted authority to operate specified hours for period ending Feb. 14.

KWRW Guthrie, Okla.—Granted change of remote control authority.

KGMB Honolulu, Hawaii—Remote control permitted.

KPSO & KSOX Falfurrias & Raymondville, Tex.—Granted mod. of licenses to

Continued on page 87

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Newsman-announcer-salesman for hometown radio. Opportunity for management experience. Contact Coy Perry, Dublin, Texas.

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South Florida metropolitan market needs experienced salesman. Apply only if you have successful radio selling record which can be verified. No beginners please, pros only. Box 720R, BROADCASTING.

Wanted. Two aggressive and experienced salesmen for medium market southeast. Box 738R, BROADCASTING.

Good spot for salesman and announcer. Opportunity for advancement. Good salary and commission. Write P.O. Box 3034, Eastbrook Station, Montgomery, Alabama.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman needed by established station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Help Wanted—(Cont'd)

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Experienced announcer-newsman wanted by Illinois kilowatt, adult music station, for combination duties of deejay and newsman. Excellent starting pay, many fringe benefits for mature announcer with proved ability in news gathering, writing and air work. Personal interview necessary. List age, education, family status, references, phone number, experience in detail. Box 702R, BROADCASTING.

New Jersey, experienced announcer-newsman. Must be good, excellent opportunity. Send complete information and tape. Box 705R, BROADCASTING.

First phone announcer for growing east coast first class chain. Excellent salary, benefits and advancement opportunities. Box 708R, BROADCASTING.

Announcer: Mid New York radio station seeking better than average announcer to fill vacancy January 1st. Must know moderately paced good music operation. Minimum 2 years experience. Send tape, resume and salary expected, to Box 716R, BROADCASTING.

Have job, will hire, but not just any traveler will do. We have a high grade, relaxed and friendly operation and want a personality who'll fit. If the top 40 is at the bottom of your list, put our box number at the top of your resume. Box 736R, BROADCASTING.

Wanted—Two good dj's for medium market southeast, formated 5 kw. Box 739R, BROADCASTING.

Experienced, community minded air personality for old-established station that leads its southeast medium market. The man we want is of solid character desiring a permanent connection with varied and interesting staff-dj assignments. Send full details, references, salary expected. Tapes on request only. Box 745R, BROADCASTING.

Good dj for No. 1 rated station, daytimer, top-40, immediately. Rush tape, photo, resume, KBLU, Stardust Hotel, Yuma, Arizona.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Experienced negro r&b jockey with production experience. Needed immediately. Mail tape and experience resume to S. J. Hepburn, KNOK, P.O. Box 7116, Ft. Worth, Texas.

Wanted: Announcer for a 1000 watt independent in city of 13,000 in southwest. Prefer an experienced radio man with knowledge of music, news and sports. Car necessary. Salary open. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

Help Wanted—(Cont'd)

Announcers

Announcer—Experienced, repeat experienced. Opening 1st of year. Minimum $85.00. Contact Ken Maloney, Mgr., KUVR, Holdrege, Nebraska.

Wanted, single announcer for all night shift. Contact Bob Ray, WOOW, Greenville, North Carolina, at once.

Immediate opening for dj who can handle some news and a mobile unit as part of shift. Fast-moving station in progressive city. Contact Bob Lee, P.D., WFIN, Findlay, Ohio.

Announcer for top music and news operation serving Oil City-Franklin, Pennsylvania. Join an organization with a future with stations in Erie, Pittsburgh, Titusville and Youngstown. Forward tape, resume, photo to WFRA, Franklin, Pa.

4 station group operator seeks high grade morning man for topnotch daytimer, pleasant market. Family man. Professional voice . . . top air salesman. Good staff . . . 5 day week. Rush tape, resume, photo, recent earnings to Jack Sandstrom, WPIC, Sharon, Pa.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Announcers: Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Announcers. Many opportunities. Experience required. Send tapes, resumes to Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630 Fifth Avenue, New York 20, N.Y.

Wanted, two (2) single announcers for eastern North Carolina's 24 hour station. Send resume, tape, picture, to Box 647, Greenville, North Carolina.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See New York School of Announcing display ad in Help Wanted column.

Technical

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Experienced maintenance man for Pennsylvania station. Box 707R, BROADCASTING.

Transmitter engineer opening at 5 kw mid-Atlantic station due to promotion within chain. Additional opportunities for advancement. Send snap and resume. Box 709R, BROADCASTING.

Wanted: A first class engineer capable of maintaining a 250 watter. Write Mike Donovan, K-ANA Radio Station, Anaconda, Montana.

First phone operator. Experienced. Make more money through sales. 20 hours operating. $100 weekly against commission. Contact KCHJ, Delano, California.

Immediate opening for first phone, experienced engineer. Union scale, excellent employe benefits. Contact Chief Engineer, WPEO, Peoria, Illinois. Phone 4-9249.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted: First class experienced newsman for downstate Illinois station. Must be hard worker, have car. Opportunity for right man. Send details to Box 427R, BROADCASTING.

Wanted about January 10th. Production promotion man for 1 kw daytime radio station in market of quarter million. Must be aggressive in sales promotion, production and programming. Excellent opportunity with a future. Please rush resume to Box 648R, BROADCASTING.

Experienced copywriter, who knows traffic for combination radio and television position. Small mountain states radio and television station—CBS, NBC, ABC. 5½ day week. Close to country's best outdoor recreation facilities including skiing, water skiing, hunting and fishing. Prefer young woman with copy experience with format radio. Write Box 727R, BROADCASTING giving full details as to experience, character, references, and salary requirements.

Newsmen—top flight station has immediate opening for newsman's newman and beginner. Send tape to Fred Epstein, KSTT, Davenport, Iowa.

Copywriter—young lady for midwest tv-radio operation. Radio commercial experience necessary. Send personal resume to Continuity Director, WOOD, Grand Rapids, Michigan.

RADIO

Situations Wanted—Management

General manager/sales manager 17 years in radio. Strong on sales. Local retail, regional. Saturation plans, package deals. Modern programming. Thorough knowledge all phases. Highest industry references. Box 343R, BROADCASTING.

California manager—18 years, excellent references—guarantee profits. Available immediately. Box 547R, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager . . . Radio veteran-37-desires return to industry following nine months absence. Residence Lake County, Illinois. Box 717R, BROADCASTING.

Manager or sales manager. Age 30, experienced all phases, first phone. With present location for almost 4 years. Married and sober. Prefer Texas and small to medium markets. Box 718R, BROADCASTING.

Manager. Radio and/or tv. Sales plus. Proven record. Box 734R, BROADCASTING.

Station manager—Good sales ideas. Fine record sales and programming. References. Family man-veteran. Contact Box 740R, BROADCASTING.

Wanted—Opportunity to make your station more successful in 1960. Verl Bratton, Management Consultant, 1205 LaPaloma Way, Colorado Springs. Will be in Chicago first week January. % W.O. Rice, Harris Trust & Savings.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROADCASTING.

Top showman! Announcer-production man, fast pace with showmanship for active listening that sells. Good voice. State's No. 1 station. Box 659R, BROADCASTING.

Announcer, dj. 28, married, children, vet. 2 years experience. Reliable. Box 700R, BROADCASTING.

Announcer experience 11 years, all phases radio and tv. Not a floater, not a primadonna. Will settle anywhere. Box 712R, BROADCASTING.

Experienced radio-tv salesman desires advancement opportunity in south or west coast. Box 714R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Take your pick! Funnyman of many voices—lively, cheerful housewives' companion—romantic mentor of the moods of Morpheus—affable guy next door—or potpourri of your choice. Can air-sell toothpicks to anteaters. Box 721R, BROADCASTING.

Medium and major midwest markets, want a popular music personality dj who has a proven record of building and holding a major audience segment against the best of competition? Top references from present employer. 1½ years, first phone. Box 723R, BROADCASTING.

Experienced announcer, presently employed, wishes to relocate. Good at news, can run any type music show. Prefers west coast, but will relocate anywhere. Good voice for all-night program. Box 724R, BROADCASTING.

Negro announcer, solid radio background, desires solid position. Salary open. Box 731R, BROADCASTING.

Announcer, experienced all phases, presently employed, married, good news, commercial, and record shows-desires larger market-tape, resume, etc. available. Box 732R, BROADCASTING.

Announcer. Adult music. Intelligent modern sound. News. Commercials. Versatile. Tape. Box 735R, BROADCASTING.

Modern, versatile dj, news staff. College grad, vet, married, experience in New York City. Available February 1. Box 744R, BROADCASTING.

Topnotch jockey-newscaster. Metro experience. Personable, stable. Apt. 4, 402 Harvard, Norfolk, Virginia. Phone JUstice 3-0884.

College student seeks combo work weekends in Mass., R.I. market. Experience. Tape and resume on request, Room 501, 30 Bay State Rd., Boston, Mass.

Young announcer—mature voice, available for northern or southern markets. Versatile commercials, classic music, shows, newscasting. Contact Peter Daniels, 2125 First Avenue, N.Y.C.

Over five years of experience in all phases of radio including special events! Married-veteran. Call, wire or write Joseph A. Jansen, 122 Virginia Avenue, Front Royal, Virginia! Melrose 5-4712.

Announcer, 1st phone, $85, no car. Be 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Top-flight announcer with 3 years experience wishes part-time work in Baltimore-Washington area. Can be persuaded to full-time for $100 minimum. Personal interview only. Married, 23, and extremely dependable. Week days telephone in Baltimore, Elkridge 2123, before 2 p.m., or write Gene Romance, 1504 South Rolling Road, Baltimore 27, Md.

Experienced combo, sports preferred, play-by-play experience. Dick Saby, 315 East Chestnut, Redwood Falls, Minn.

15 years, news, sports, programming. Want to settle with solid operation. Larry Shepard, 129 E. Court, Ottumwa, Iowa.

Technical

Engineer - announcer. Years in am, all powers, construction, maintenance, operation .Have tools. Fair announcer, good news delivery. Mature, married, college graduate. Georgia-Florida only. C. G. Huey, 1001 SW 24th Ave., Ft. Lauderdale, Fla.

TELEVISION

Help Wanted—Sales

Sales manager for small 3 network vhf in Rocky Mountain area. Good salary plus commissions. To supervise 2 or 3 salesmen. Must be experienced. Station management potential. Send full information. Box 715R, BROADCASTING.

Salesman opportunity for good income and stable association in single station 3 network television market. If you are creative sales-wise and like selling you must do well in Wyoming's 1st market. Salary and commissions offer potentials worth investigating. Contact Bob Berger, KTWO-TV Casper, Wyoming.

RCA SALES AND PRODUCT PLANNING

BROADCAST AND TELEVISION SYSTEMS

Several immediate openings are presently available to experienced engineers with Sales or Marketing interests. Our positions offer unusual opportunities for professional advancement in two areas of responsibility.

As an **RCA PRODUCT PLANNER** you will have the opportunity to guide and encourage the development of new and exciting equipments for the Broadcast industry—including the expansion of multi-hop TV microwave systems, introduction of highly developed TV tape recorders, projectors, cameras, switching and test equipments. You will work with skilled engineers, production men, and market research specialists to aid you in guiding advanced projects from drawing board to practical reality.

As an **RCA BROADCAST AND TV FIELD SALESMAN** you will have the advantage of selling this complete line of equipment and systems. In addition, you will have the assistance of the largest systems engineering and service groups in the industry allowing you to concentrate your efforts on contacting customers.

For confidential interview please send resume of experience and education to:

Mr. J. R. Milligan, Dept. HO-1A
RCA Professional Employment
Bldg. 10-1, Camden 2, N.J.

EQUAL OPPORTUNITY EMPLOYER

RCA

RADIO CORPORATION OF AMERICA

Industrial Electronic Products

Help Wanted—(Cont'd)

Announcers

Experienced radio and/or tv woman air personality wanted immediately. Send tape and picture to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

One or more first class colored tv operators to work in Puerto Rico. Reply to Carl H. Butman, 892 Nat'l Press Bldg., Washington 4, D.C.

Production-Programming, Others

Experienced copywriter, who knows traffic for combination radio and television position. Small mountain states radio and television station—CBS, NBC, ABC. 5½ day week. Close to country's best outdoor recreation facilities including skiing, water skiing, hunting and fishing. Prefer young woman with copy experience with format radio. Write Box 727R, BROADCASTING giving full details as to experience, character, references, and salary requirements.

TELEVISION

Situations Wanted—Technical

Television engineer, mid-twenties, highly experienced, currently employed, prefer operational engineering. Box 722R, BROADCASTING.

Experienced engineer-tv. 1st phone ticket. Willing to relocate. Available anytime. Box 729R, BROADCASTING.

Production-Programming, Others

Writer. Background; producer top show top metropolitan market, tv production-director, copy chief and agency free lancing. Available immediately. Box 660R, BROADCASTING.

TV programming and production graduate seeks tv position. Also am college graduate. Prefer production staff, but will consider anything. Box 713R, BROADCASTING.

Program director. Ten years all phases tv and radio production. PD for seven years present location. Highly creative and sales conscious. Desire change to progressive market. 31, married, family. Available for interview. Box 719R, BROADCOASTING.

FOR SALE

Equipment

For immediate sale. RCA 5 kw television transmitter Channel 5. RCA transmitter console with TM-5A monitor. RCA 3 Bay antenna channel 5 RCA WM 12 and WM 13 demodulators. RCA 10 kw Harmonica filter (2) Channel 5. RCA 10 kw diplexer Channel 5. 400' Stainless guyed tower on ground. 800' 3⅛ transmission line. Sold as package or separately. Box 493R, BROADCASTING.

Schafer custom engineering model 60, Program Automation Package, list $7,950 and matching Program Preparation Package, list $2,000 with less than 30 hours airtime. Entire package fob price $7,000. Box 706R, BROADCASTING.

RCA studio equipment, used only 3½ years: Audio console BC-6A two-channel; 3 BQ-2A turntables. Like new. Any or all at great savings. KATI, Casper, Wyoming.

250 watt transmitter 186 foot Ideco tower. KAVL, Lancaster, California.

Selling station; new management does not want equipment. Will take $1,000 loss on Schafer Automatic Programming Program Electronic Package model 60 with Schafer Program Preparation Package. Used 3 months; excellent condition. KTRN, 917½ Scott St., Wichita Falls, Texas.

450-foot Blaw-Knox, special type N28 tower and bottom steel section of RCA 8-section pylon. In excellent condition. Real bargain. Contact Hardy D. Carl, Chief Engineer, WBRC-TV, Birmingham, Alabama. Telephone FAirfax 2-4701.

FOR SALE

Equipment

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

Sacrifice: Presto 3 speed disc recorder in console cabinet micro and standard lead-screws excellent condition. Rek-O-Kut 16" table w/lathe almost new. Presto microscope hot styli unit pickering 190D arm w/225A cartridge. Gaity Recording Studio, 1501 North Newton, Minneapolis, Minn., JAckson 9-8357.

Miratel tv monitors demonstration units. New warranty 15-17" metal cabinets $215.00 each. 8-17" veneer cabinets $185.00 each. Complete line of new units available in 8" 14", 17", 21" and 24". Write: Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

WANTED TO BUY

Stations

Want to buy small am station. Indiana, West Virginia, Ohio or Pennsylvania. Need not be a profit maker. Small down payment—Easy payout required. Experienced, responsible party. Sufficient backing. Replies confidential. Brokeers welcome. Box 710R, BROADCASTING.

Small market station with real estate. Preferably Florida. Box 728R, BROADCASTING. ING.

Equipment

250 to 10,000 watt fm transmitter, freqfience-modulation monitor, antenna, or complete fm station equipment. Will repair, state age and condition. Box 726R, BROADCASTING.

STL microwave system, 900 mc band, good, used. Also assoc. equipment. Write James B. Holder, WHYL, Carlisle, Penna.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

FCC license in 6 weeks. Classes January 18th and March 14th. Pathfinder method insures your success. Ninety percent of graduates pass the first-ticket examination, the first time taken. Seating limited. Reserve your seat now! Pathfinder Radio Services, 510 16th St., Oakland, California.

Be prepared. First phone in 6 weeks, Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Management

GENERAL MANAGER *WANTED*

For a top radio station in Florida. One of Florida's leading markets. Want general manager that is aggressive in sales. Good salary and percentage of gross. Excellent opportunity for advancement. Must start by February 1. Send resume, salary requirements and photo.

BOX 741R, BROADCASTING

Immediate openings for. . . .

RADIO SALESMEN

with a well established Group Operation located in the Middle Atlantic States. Compensation and growth opportunities are excellent. Liberal benefits offered.

FOR INTERVIEW WITH MANAGEMENT

Send resume to

Box 743R
BROADCASTING MAGAZINE
1735 DeSales St., N.W., Washington 6, D.C.

Help Wanted—(Cont'd)

Management

MANAGER
Audio Sales

The Company: Major midwest broadcast equipment manufacturer.

The Position: Manage audio product sales from home office of leading Broadcast Equipment manufacturer. Technical background essential, audio systems and design experience helpful.

Opportunities: Unlimited. Salary and complete company benefits. A permanent position with an excellent future.

Send complete resume to Box 742R, BROADCASTING

Announcers

I'M TIRED OF NO-TALENT VOICES

If I have to pay $8,500 a year to 22-year-old DJ's, at least let me pay it to someone who can do something more than just open his mouth and close a TT pot. What have you got to offer?

Box 730R, BROADCASTING.

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY? NEW YORK SCHOOL OF ANNOUNCING AND SPEECH OFFERS ADVANCED PROFESSIONAL TRAINING IN MODERN TIGHT FORMAT RADIO.
Coached by New York Broadcasters. Our audition tapes are job getters. Ask to hear sample.
"Let us analyze present tape. NO CHARGE."
***** Call . . . MR. KEITH . . . SU 7-6938.**

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street ***BY APPT. ONLY
New York 23, N.Y. SU 7-6938

Production-Programming, Others

Immediate need for well-rounded radio newsman with experience in gathering, writing and airing news. Experience in on-the-spot reporting desired. Rush tapes and resumes to Clayton Edwards,
WTAR
Norfolk, Virginia

MISCELLANEOUS

Norm Rickey is in no way connected with WRIC radio. He has not been with WRIC radio, Richland, Virginia, since June 1958. He was only an employee of WRIC radio for seven months.
General Manager
WRIC

INSTRUCTION

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write.

DETROIT SCHOOL of ANNOUNCING AND SPEECH
138 Duffield, Detroit 1, Mich.

INSTRUCTION

CHOOSE A CAREER IN
RADIO-TV
Announcing
Producing
Program Management

Thorough preparation for influential careers. Certificate courses in speech, diction, drama, writing. Closed circuit TV, film, control board operation. Free placement service. Men and women graduates in demand. 26th year. Write:

NATIONAL ACADEMY OF BROADCASTING
Dept. B, 3338 16th St., N.W., Wash., D.C.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

STATIONS — FOR SALE

FOR SALE

1000 watt station in 2 station market . . . Alabama city over 20,000 . . . Gross over $5,000 per month. $60,000.00 . . . terms can be arranged.
Box 733R, BROADCASTING

Ala.	Single	500w	58M	terms
Va.	Single	1kw-D	80M	terms
Iowa	Single	1kw-D	125M	terms
La.	Single	250w	45M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Fla.	Small	1kw-D	90M	terms
Fla.	Small	5kw-D	50M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Metro	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Fla.	Metro	250w	175M	terms
Fla.	Large	5kw	165M	terms
Ala.	Metro	1kw-D	175M	terms
N.E.	Major	1kw-D	325M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

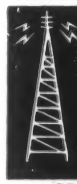
Please address:
1182 W. Peachtree
Atlanta 9, Ga.

I CAN HELP YOU FIND A GOOD BUY
Verl Bratton,
Management Consultant
1205 LaPaloma Way,
Colorado Springs.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Southwest semi-major regional day. Good profits. $143,000, 29% = Southern major regional day. In black. $300,000, 25% = Southwest major regional day. Nice operation making money. $225,000, 29% = Texas regional day. Making money. $79,500 with $19,500 down = Texas fulltimer in black. $48,000 with $16,500 down. PATT McDONALD, Box 9266, Austin, Tex. GL 3-8080 or Jack Koste, 60 E. 42nd., NY 17, NY. MU. 2-4813.



STATIONS FOR SALE

REGARDLESS OF THE PRICE RANGE AND THE AREA WE HAVE STATIONS THAT FIT YOUR NEEDS.

JACK L. STOLL AND ASSOCIATES
A National Organization
6381 Hollywood Blvd., HO.4-7279
Los Angeles 28, Calif.

Continued from page 82

change name to Bob Hicks Enterprises Ltd.

WGNY Newburgh, N.Y.—Granted cp to change ant.-trans. location, type trans. and make changes in ant. system..

KIUL Garden City, Kan.—Granted cp to install new trans.

WILA Danville, Va.—Granted cp to install new trans. to be used as aux. trans., using remote control operation of trans.

KFIL Santa Ana, Calif.—Granted mod. of cp to change trans. location, specify studio and remote control location, change type trans., make changes in ant. system, and change name to Gus S. Malpee tr/as KFIL Bcstg. Co.; remote control permitted.

KEFW (FM) Honolulu, Hawaii—Granted mod. of cp to change type trans.

WWGS Tifton, Ga.—Granted mod. of cp to move nighttime trans. location.

KVGB Great Bend, Kan.—Granted cp to install new trans. at main trans. site, for aux. use.

KBAY-FM San Francisco, Calif.—Granted extension of completion date to Feb. 8.

Actions of December 15

WNCC Barnesboro, Pa.—Granted assignment of license to **Richard Todhunter Jr.** and **W.J. Thomas.**

KXLO Lewiston, Mont. — Granted assignment of license to **KXLO Bcst. Inc.**

WXTV (TV) Youngstown, Ohio—Granted assignment of cp to WXTV Inc.

KULE Ephrata, Wash.—Granted acquisition of negative control each by **John R. Speidel Jr.** and **Donald R. Berry** through sale of stock by **Lloyd C. Hannah** to Messrs. Speidel and Berry.

WRIB Providence, R.I.—Granted acquisition of negative control by **Irma Pace, Frank** and **John Rao** through sale of stock by **Harold C.** and **Ines C. Arcaro** to Mr. Pace and R.I. Bcstg. Co.

WCOL Columbus, Ohio—Granted cp to install new type trans. at main trans. site to be used as alternate main trans.; remote control permitted.

KRNR Roseburg, Ore.—Granted mod. of cp to change type trans.

WKY-TV Oklahoma City, Okla.—Granted extension of completion date to Jan. 31.

Actions of December 14

KLEW-TV Lewiston, Idaho—Granted assignment of licenses to **Cascade Bcstg. Co.**

WWTV (TV) Cadillac, Mich.—Granted transfer of control from **John E. Fetzer** to **Fetzer Bcstg. Co.**

KBAS-TV Ephrata, Wash. — Granted assignment of cp to Cascade Bcstg. Co.

WHPB Belton, S.C.—Granted assignment of license to Community Bcstg. Inc.

WYNG Warwick-East Greenwich, R.I.—Granted license for am station.

KWAK Stuttgart, Ark.—Granted authority to sign-off at 7 p.m., for 30 days, except for special events.

***WDCR Hanover, N.H.**—Granted authority to remain silent from Dec. 10 through Jan. 3 during college exams and Christmas vacation.

WKRZ Oil City, Pa.—Granted authority to remain on air beginning Dec. 12 and ending Jan. 2, 1960, while WSAJ Grove City, is silent for Christmas recess.

WGBN Bowling Green, Ky.—Remote control permitted.

WFTL Fort Lauderdale, Fla.—Remote control permitted.

WNCN Boston, Mass.—Granted change of remote control authority.

WFAB Miami-South Miami, Fla.—Granted extension of completion date to March 31.

License Renewals

Following stations were granted renewal of license: KDUO (FM) Riverside, Calif.; KRCK Ridgecrest, Calif.; KSTN Stockton, Calif.; KVEC San Luis Obispo, Calif.; KAFE (FM) Oakland, Calif.; KWSO Wasco, Calif.; KSAN San Francisco, Calif.; WOWO Fort Wayne, Ind.; KTLA (TV) Los Angeles, Calif.

1959 BROADCASTING YEARBOOK CORRECTIONS AND ADDITIONS

Changes and additions received after the new 1959 BROADCASTING YEARBOOK went to press are included in the following list. For readers' convenience, the information is arranged in order of YEARBOOK page number.

Pages A-23 through A-98 In the Market Facts section of the 1959 BROADCASTING YEARBOOK figures for percentage of radio penetration and for total radio homes, in each U.S. county, are as of early 1958—the latest available from A.C. Nielsen Co.

The radio homes figures were arrived at by applying, in each county, the percentage of radio penetration to the total homes as of early 1958.

But the figures for total homes in each county presented in the 1959 YEARBOOK were updated to spring 1959. Hence the application of 1958 radio penetration percentages (as shown in the YEARBOOK) to 1959 total homes figures would not result in the figures for radio homes shown in the YEARBOOK. Assuming radio penetration percentages remained stable from early 1958 to spring 1959, it would be possible to arrive at a rough approximation of radio homes as of spring 1959 by multiplying the 1958 radio penetration percentages by the 1959 total homes figures.

In the YEARBOOK the figures for percentage of television penetration and total television homes were, like the total homes figures, as of spring 1959.

These differences in dates were inadvertently omitted from the explanatory footnotes in the YEARBOOK.

Page B-14 Under Tv Stations Directory, District of Columbia, WRC-TV Washington, list Howard Monderer as Washington attorney.

Page B-26 Under Tv Stations Directory, Illinois, WREX-TV Rockford, in executive listing, change promotion manager to Jack Lightner.

Page B-28 Under Tv Stations Directory, Indiana, WLWI Indianapolis, change power to 316 kw visual; antenna height 980 feet above average terrain, 1025 feet above ground.

Page B-45 Under Tv Stations Directory, Michigan, WILX-TV Onondaga-Parma, list main studios as 236 West Michigan Ave., Jackson, with additional studios at 407 North Washington Ave., Lansing, and Wolverine-Federal Tower Bldg., Battle Creek, all Michigan. Licensee is Tv Corp. of Michigan Inc. (original owner). Network affiliation is NBC-TV (primary) with radio station WILS Lansing. Highest hour rate is $800. Venard, Rintoul & McConnell Inc. is national rep and Leo Resnick, Washington attorney. Executives include John C. Pomeroy, pres & gen mgr; Martin Giaimo, gen sales mgr; Joseph P. Mingioli, production supervisor; Lester B. Fishhaut, promotion mgr; Donald L. Wright, chief engr; George Engle, news dir.

Page B-74 Under Tv Stations Directory, South Carolina, WIS-TV Columbia, correct power to 316 kw visual, 158 kw aural. Highest hour rate is $575. In executive listing delete Barnett Goldberg, chief engineer and insert Paul Welcome. Don Upton is production supervisor. Radio affiliate of WIS.

Page B-88 Under Tv Stations Directory, Texas, KCMC-TV Texarkana, list James E. Greeley as Washington attorney.

Page B-159 Under Tv Stations Directory, Kentucky, Pikeville and Prestonsburg are corrected spellings.

Page B-105 Under Radio Stations Directory, Alabama, WJAM Marion, change executive listing to J. Dige Bishop, pres; John M. Driskill, executive vp & gen mgr; Lamar Mangrum, sales mgr & chief engr.

Page B-120 Under Radio Stations Directory, Colorado, KBOL Boulder, delete "See Farm & Home Stations in 'Group Ownership'". Russel Shaffer is president and majority owner of KBOL.

Page B-130 Under Radio Stations Directory, Florida, WDBF Delray Beach, change executive listing to include O. R. Bellamy, gen mgr; Philip Houseman, sales dir.

Page B-154 Under Radio Stations Directory, delete Idaho and insert Iowa. Waterloo, Waverly and Webster City are in Iowa, not Idaho.

Page B-172 Under Radio Stations Directory, Michigan, WJBK Detroit, change executive listing to include Harry R. Lipson, vp & managing dir.

Page B-188 Under Radio Stations Directory, New Mexico, KPBM Carlsbad, ad executive listing: Darrell A. Swayze, pres, gen mgr & coml mgr; Hazel H. McEvoy, sec & treas; Bill West, program dir; Victor J. Daley, chief engr; Bonnie Benson, women's dir. National representative is Devney Inc. and Clyde Melville Co., regional representative.

Page B-209 Under Radio Stations Directory, Ohio, WHBC Canton, change date acquired to Oct. 1, 1938.

Page B-211 Under Radio Stations Directory, Ohio, WCLW Mansfield, add Ohio Stations Representatives as regional sales representative.

Page B-223 Under Radio Stations Directory, Pennsylvania, WJPA Washington, delete "See Friendly Group in 'Group Ownership'". WJPA is not a Friendly Group station.

Page B-229 Under Radio Stations Directory, South Dakota, KEZU Rapid City, insert starting date of June 15, 1959. Executive listing includes Art Jones, pres; Jack A. Crowley, coml mgr; Abner H. George, program & news dir; Gene Taylor, farm dir.

Page B-236 Under Radio Stations Directory, Texas, heading Corsicana should be moved down three radio stations to KAND which is in that community. KRYS, KSIX and KUNO are in Corpus Christi.

Page B-236 Under Radio Stations Directory, Texas, following KIXL-FM Dallas, insert KKSN (See Grand Prairie, Tex., listing).

Page B-239 Under Radio Stations Directory, Texas KKSN Grand Prairie, change licensee to Kissin' Radio Inc. and national sales representative to Radio-Tv Reps Inc. Executive listing includes John L. Buchanan, pres & gen mgr; Walt Bates, sales mgr; Byron Harrison, program dir; Oscar Nance, promotion & merchandising mgr; Ed Roberts, chief engr; Jack Carothers, news dir.

Page B-244 Under Radio Stations Directory, Texas, KITE San Antonio, change power to 5 kw-D, 1-kw-N, DA-N.

Page B-250 Under Radio Stations Directory, Virginia, WAFC Staunton, change frequency and power to 900 kc; 1 kw-D, and add executive listing of Lloyd Gochenour, pres & gen mgr; Glenn Thomas, chief engr & farm dir. Thomas F. Clark Co. is national sales representative.

Page B-258 Under Radio Stations Directory, WDUZ Green Bay, in executive listing change title of Allen H. Embury to vp & gen mgr.

Page B-260 Under Radio Stations Directory, Wisconsin, WTTN Watertown, add executive listing of Carl V. Kolata, pres & gen mgr; Clifford Scott, coml mgr; Ernie Siegrist, program dir; Sheridan Campbell, chief engr; Willard James, news dir; Florence Herold, women's dir. Network is Keystone and George T. Hopewell, national sales representative.

Page C-33 Under Federal Communications Commission Executives & Staff Personnel, in Renewal & Transfer Division of Broadcast Bureau, list Joseph J. Kessler as attorney, not accountant.

Page D-16 Under Attorneys. "In Metropolitan Washington, D.C.," under letter R. in alphabetical order, insert Charles E. Robbins, National Press Bldg (4). Phone District 7-1200. In "Cities Other Than Washington," under letter D, insert Davis, John Morgan, Davis, Bellis & Korsby, 1420 Walnut St., Philadelphia (2), Pa. Phone Pennypacker 5-8800.

Page D-22 Under Frequency Measuring Services, in alphabetical order, add Standard Frequency Measuring Service, Box 270, R.R. No. 1, Middletown, Ky. Chestnut 5-5555. Louis A. Williams, engineer in charge.

Page D-33 Under Tv Program Services, under letter E in alphabetical order, insert Ralph Edwards Productions, 1655 N. Cherokee Ave., Los Angeles 28. Hollywood 3-8164. Ralph Edwards, pres. Services: PLP. PFP.

Page D-46 Under Radio Program Services, under letter L in alphabetical order, Lang-Worth Feature Programs Inc. correct address is 1755 Broadway, New York 19, N.Y. Judson 6-5700. John D. Langlois, pres. Services: PTP; PRC; STP; jingles.

Page D-55 Under Communications Carriers, in alphabetical order add Inland Microwave Co., Jerrold Bldg., 15th & Lehigh Aves., Philadelphia 32, Pa. Z. H. Garfield, pres; Leon N. Papernow, vp & gen mgr.

Page D-55 Under Communications Carriers, in alphabetical order add Valley Microwave Inc., 121 S. Court St. Florence, Ala. Z. H. Garfield, pres; Leon N. Papernow, vp & gen mgr.

Page D-56 Under Subscription Television Interests, under Jerrold Electronics Corp. delete William H. Miller, manager, community operations division and substitute Leon N. Papernow, manager, operations division.

Page D-56 Under Research Services, in alphabetical order add M. A. Wallach Research Inc., 424 Madison Ave., New York 17. Murray Hill 8-5931. Miles A. Wallach, pres; Michael Joblow, production mgr; Janet Goldstein, audit field dir. (store audits, product testing, commercial testing, market surveys).

A well-balanced moderate low-fat breakfast for teen-age girls, 16-19 years

When a moderate reduction of dietary fat is indicated for girls in their late teens, the basic cereal and milk breakfast merits consideration. *This breakfast is moderately low in fat because its fat content of 10.9 gm. provides 20 per cent of the total calories.* As shown in the table below, it contributes *well-balanced nourishment.* It provides "Girls, 16 to 19 Years" with approximately one-fourth of the recommended dietary allowances[1] of complete protein, important B vitamins, essential minerals; and provides quick and lasting energy.

recommended dietary allowances and the nutritional contribution of a moderate low-fat breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast**	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary[1] Allowances—Girls, 16 to 19 Years (54 kg.—120 lb.)	2400	75 gm.	1.3 gm.	15 mg.	5000 I.U.	1.2 mg.	1.9 mg.	16 mg.	80 mg.
Percentage Contributed by Basic Breakfast	20.9%	27.9%	40.9%	18.0%	11.8%	38.3%	42.1%	46.0%	81.9%

**Revised 1958. Food and Nutrition Board, National Research Council, Washington, D.C.*

***Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.*
Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

[1]*The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS TO . . .

Walter Scott Patterson

When Walter Patterson—today executive vice president of Knorr Broadcasting Corp., Dearborn, Mich.—applied for his first job at WBOW Terre Haute, Ind., at the age of 19, he claimed he could do just about everything: announce, write, sing, play the piano and organ, sell, and you name it.

Although he was a little bit overenthusiastic at the time, he since has added these qualifications and others. There is very little he has not done at a radio station in his 29 years in broadcasting, uninterrupted except for Navy service in World War II and a brief fling in the haberdashery field.

Mr. Patterson's musical claims had been based on his ability—discovered by his amazed family when he was eight—to play a piano by ear, but only, however, in the key of F#. His selling and administering abilities became established over a somewhat longer time.

Pre-payola • His days in radio began when, as he remembers, "it was a crime to play a phonograph record on the air. Anyone at that time could buy a record, we reasoned, and in our concept, we considered that it would be audacious to broadcast something free that a listener could buy and play for himself."

He also recalls the results of this attitude: "We had on the air some of the most discordant quartets and soloists, piano players and organists that civilization ever produced. Further, we were absolutely certain that no one listened from 9 in the morning till noon, from 2 in the afternoon to 5 and on a Sunday morning." At one station where he worked, he recalls, the management supported this theory by signing off between 2 and 4 in the afternoon.

Mr. Patterson (his friends call him Pat) was born July 18, 1911, in Bluefield, W.Va. At an early age he moved with his family to Cincinnati where his education was completed.

He started in broadcasting as an announcer and program director at WBOW Terre Haute, Ind., in 1930. He also has been employed by WJMS Ironwood, Mich.; WWVA Wheeling, W.Va.; WING Dayton, Ohio; WSPD Toledo, Ohio, and NBC's Central Division.

At the NBC job, just before World War II, he was featured in a daily song and patter bit backed by the King's Jesters group and sponsored by the Pillsbury Co. Oldtimers in broadcasting may remember the Wheeling Steel Corp.'s original employe family broadcast, *It's Wheeling Steel.* The program was originated, written and produced under Mr. Patterson's direction and used as its talent the staff members of the corporation. It started locally on WWVA, went to Mutual and later moved to the NBC Blue Network.

Wartime • In 1942, Mr. Patterson joined the U.S. Naval Reserve as a lieutenant, junior grade. During his 3½ years of service, he saw action as a communications officer aboard ship and as a beachmaster in the Pacific at the invasions of Iwo Jima and Okinawa. Mr. Patterson was released to inactive duty in January 1946 as lieutenant commander.

During his war years, Mr. Patterson's wife Wilma and her mother, Anna Rusbolt, had opened a dress shop in Greenfield Village, Dearborn, Mich. In his single venture outside radio, Mr. Patterson opened a haberdashery next door to them. This venture lasted but a few months.

At this time, Fred A. Knorr, who was to parlay a $5,000 investment into a string of five radio stations in Michigan markets, called upon Mr. Patterson to assist him in the operation of WKMH Dearborn as sales manager. When the company expanded operations to include WKHM Jackson, Mich., Mr. Patterson moved to Jackson as vice president and managing director.

KNORR CORP.'S PATTERSON
The key's still the same

Mr. Patterson moved to Clarksburg, W.Va., on Aug. 1, 1954, as a partner and president of WHAR Clarksburg and WKYR Keyser, W.Va., in partnership with Robert K. Richards of Richards Assoc., Washington and New York public relations firm.

Back to Wheeling • Mr. Patterson and his wife returned to Wheeling in 1957, after a 22-year absence, to operate WTRX Wheeling, which Messrs. Patterson and Richards had acquired. He also is presently a partner with Fred Allman and Mr. Richards in the ownership of WKBZ Muskegon, Mich.—not far from Mrs. Patterson's birthplace (Ironwood).

On April 1, 1959, Mr. Patterson returned to Jackson, Mich., where—for a few weeks—he served as vice president of the station he formerly headed, WKHM. On July 27, 1959, Mr. Knorr, who had kept up his relationship with Mr. Patterson through the years, appointed him executive vice president of Knorr Broadcasting Corp., which now includes WKMH-AM-FM, WKHM, WKMF Flint, WSAM-AM-FM Saginaw and WELL Battle Creek, all Michigan.

In every community where he has lived, Mr. Patterson has been a civic leader. In Jackson, he was vice president of the Community Chest, director of the Rotary Club, director of Junior Achievement, vice chairman of the 45 Fund Campaign and chairman of the Federated Fund Raising Campaign. In Clarksburg, he was a Rotary Club director, organizer of the Community Chest-Federated Fund Raising Campaign and an active participant in the city's Charter Reorganization Campaign.

Same key • If suitably prodded, Mr. Patterson still will turn his talents to the piano (he still plays in F#) and his tenor voice has not lost the quality that once thrilled housewife listeners on NBC.

But like the careers of most oldtimers in radio broadcasting, Mr. Patterson's has undergone an evolution and his main attention is now turned to the balance sheet while his voice is used for persuasive leadership of the men who run the five Knorr Broadcasting Corp. stations.

Mr. Patterson, his wife and her mother, who has continued to live with them through the years, have moved back to Dearborn. As he puts it: "One more move and we'll have to take out a real estate license."

Decade of opportunity

NOT even the regulatory stormclouds hanging over television, massive and loaded as they are, can hide the brightness of the optimism which experts hold out for television and radio, advertising generally and the entire U.S. economy as the new decade emerges.

"The Decade of Incentive" and "The Big Sixties" are descriptions used by McCann-Erickson in a searching appraisal of what others, even less conservative in their labels, look to as "The Soaring Sixties." J.H. Whitney & Co., whose ranking as a thoughtful investment firm gives additional meaning to its heavy investment in television, sees tv revenues doubling in the next 10 years—and points out that radio, while dealing in smaller tickets, enjoys the same economic and coverage advantages as television and "is still a very attractive business investment." The television and radio sales arms, TvB and RAB, are naturally bullish, but their enthusiasms seem in line with the optimism of less biased witnesses.

It is impossible to read these forecasts without developing a sense of enthusiasm—and anticipation. McCann talks about 25 years' growth in the next 10, with total advertising expenditures doubling to $20 billion or more (see page 23). Whitney sees uncommon profit potential which will strengthen broadcasters' programming investments as well as meet the payrolls (page 23). TvB looks for a 10% gain in television expenditures this year (page 26), and RAB sees radio entering "a banner decade" (BROADCASTING, Dec. 21, 1959).

Although we do not disagree, despite these glowing prognoses we prefer to greet the 1960's as a "Decade of Opportunity" for the broadcast media. Blessings will not come to pass unassisted. It is fortunate that broadcasters, beset by regulatory investigations, carping criticisms and their own housecleaning projects, do not also have a gloomy economic climate to contend with. But a rosy outlook does not call for less attention to sales or programming or any other phase of operations. The economic signs are right, but it's up to the broadcasters to make the most of them.

The national scene

THE new year means different things to different people. For the harried broadcaster, 1960 will sizzle.

Congress reconvenes this week. It is a presidential election year. That alone would be enough to cause anguish because of the considerable impact of radio and tv on political campaigning and the complexities of operating under Section 315 even as modified to make the equal time requirements less onerous.

During the first session of the 86th Congress some 250 bills affecting radio and television were introduced. All these retain their status. Because of developments growing out of quiz programming practices, payola and purported advertising excesses, the prospects are that scores of new measures will be dumped into the legislative hoppers in both House and Senate.

The House Oversight Subcommittee will pick up where it left off in the mid-recess hearings which exploded into the quiz exposures.

On the Senate side, the Commerce Committee has considerable unfinished business which Chairman Magnuson (D-Wash.) plans to pursue. And much of this goes to the fundamental issue of equitable allocations of broadcast facilities, mainly in television. The pressure continues for more competitive facilities in major markets. This year, the FCC must have the answers. This whole question, while less glamorous, is of deep concern to the owner-operator who may be faced with increased competition, reduced coverage and extensive litigation, in addition to his "image" problems.

The economists tell us that 1960 will be a big year. Significant surveys show that the public, while concerned over what has happened in certain programming areas, has not lost its faith in or affection for the broadcast media. And the customers of the broadcasters feel that the current ills ultimately will strengthen television. (BROADCASTING, Dec. 28, 1959)

The greatest problem, however, resides in the legislative and regulatory area. In a presidential election year almost anything can happen. The politicians have found a newsworthy issue in television and radio morality and ethics. It is a horse they can ride in full stride until the November elections. Extraordinary statesmanship and vigilance must be exerted by all in broadcasting, advertising and marketing to avoid a stampede toward legislation that could cripple our free institutions.

More complex every year

NOT all is dark in darkest Washington, where the National Labor Relations Board issued a year-end decision in the secondary-boycott case involving American Federation of Television & Radio Artists and WCKY Cincinnati. The board held the union had tried illegally to prevent employes of transcription companies from making commercial recordings for use on WCKY.

In this particular case an intricate set of facts was reduced to simple patterns as the NLRB refused to be taken in by legal trickery. Secondary boycott cases aren't always that simple, despite enactment of the Landrum-Griffith bill last September. This bill closed the door on many unsavory union practices.

Labor relations will require increasing management attention from coast to coast in 1960, particularly in Hollywood where the union structure is intricate, involved and full of internecine maneuverings. Tv networks may be hit from all sides. They face negotiations with talent, writers, directors and technicians unions. All television interests face an added complication—the impact of union difficulties in the theatrical motion picture field. Here the unions are hot after some of the money that comes from share of theatrical films sold to television. Then there is talk of mergers among the directors unions representing screen and broadcast industries, as well as the talent unions in these fields.

It promises to be a busy year for management.

Drawn for BROADCASTING by Sid Hix

"It's all right, Mabel, he's working in those fire prevention spots."

When KSTP-TV says "GO OUT AND BUY IT"...

people go out and buy it!

KSTP television

CHANNEL 5

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100,000 WATTS · NBC

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